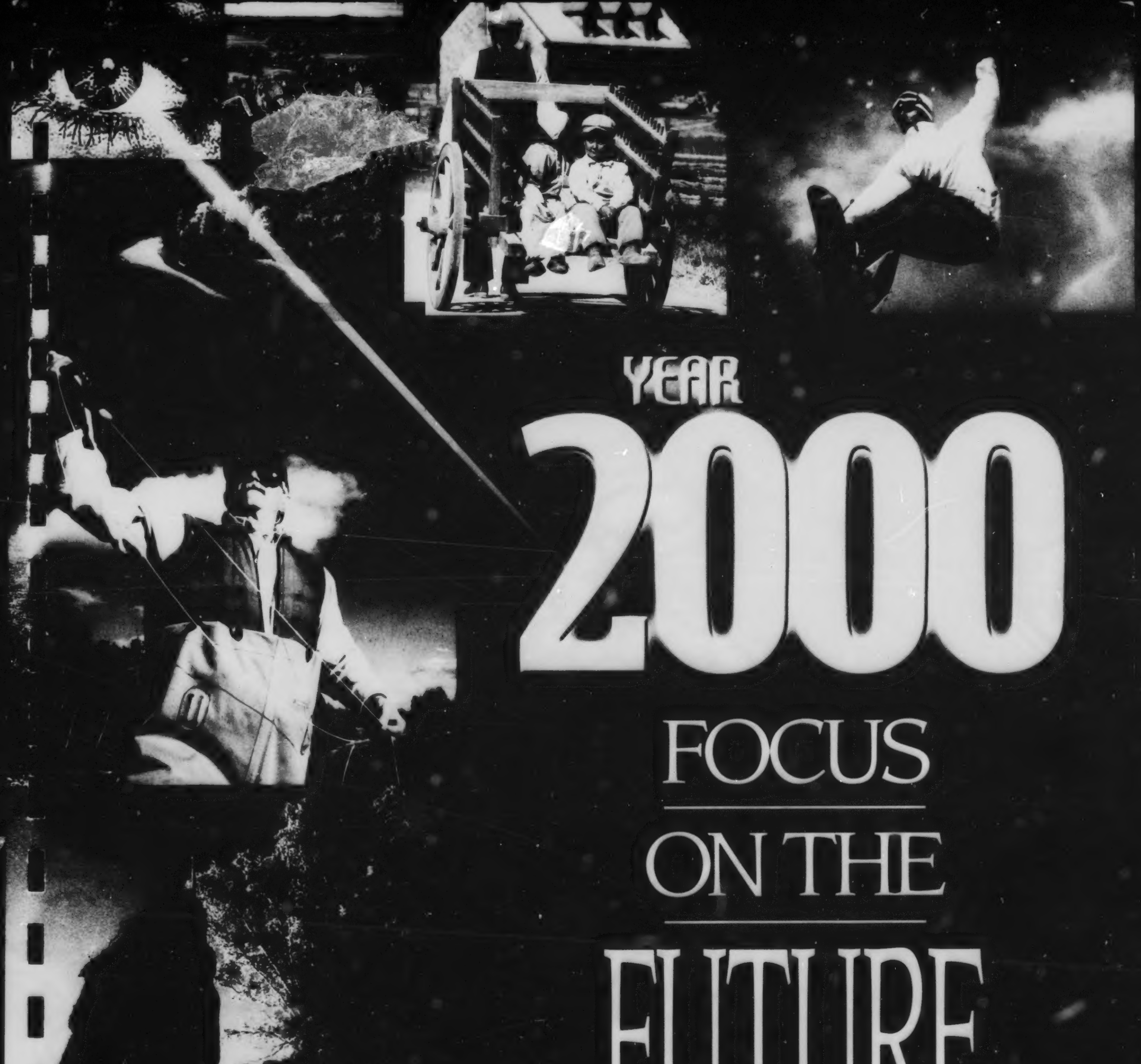

YEAR 2000

FOCUS ON THE FUTURE

February, 2000

New Brunswick
CANADA
The New Tide of Adventure!

INTRODUCTION

Increased revenues. Increased employment. Increased return on investment. Overall success. We know where we are and where we have been. But tourism is all about where you're going. With 1.5 million visitors to New Brunswick last year, we can see our accomplishments but that's not what we're here for...we're here to focus on the future!

Focus on Strategy.

Strategic markets. Strategic products. A three-year tourism strategy. Our initiatives will now focus on building and expanding on our past successes to not only achieve results but to exceed expectations. In the next three years, we'll reach different demographics, maximize our media, create new products and achieve record revenues!

Focus on Economic Benefits.

You'll see the results! Our new focus will see estimated revenues of $1.2 billion by 2003! The Tourism employment created will be responsible for an estimated 30,100 employment years, with Provincial Tax revenues estimated at $96 million! We envision a bright future for the Tourism Industry in New Brunswick!

Focus on the Future in 2000.

So let's get focused! Let's take Tourism to the top! Inside, you'll find a detailed outline of our trend-setting strategy, program highlights and everything you'll need to be a part of the momentum!

We've got our eye on success and we're focused on the future!

TABLE OF CONTENTS

WHERE WE ARE TODAY **.......... *3***
- Market Situation 4
- Provincial Product Situation 6
- Challenges & Opportunities 7

WHERE WE ARE GOING **.......... *8***
- Tourism New Brunswick Mission 9
- Provincial Objectives 10
- Tourism New Brunswick 11

HOW WE GET THERE **.......... *12***
- Strategic Principles 13
- Marketing Strategy 14

THE PLAN FOR 2000! **.......... *17***
- Regional Campaign 18
  - Spring Program 20
  - Summer Program 23
  - Fall Program 24
  - Winter Program 25
- French Language Quebec Campaign 27
- Canadian Strategic Cities Campaign 31
- US Campaign 36
  - Strategic Cities Program 36
  - New England Program 41
  - Mid-Atlantic Program 45
  - New Brunswick/Nova Scotia Joint Bay of Fundy Program 48
- Fish and Hunt Campaign 52
  - Ultimate Fish and Hunt Program 52
  - Core Program 54
- Snowmobiling Campaign 56
- Day Adventure Campaign 59
- Culture Campaign 63
- Trade Sales 66
  - Europe 66
  - MC&IT Program 67
- Visitor Sales 70
- Public Relations 72
- Publications and Direct Mail Pieces 73
- Research 75
- Tourism Technology 76

TOURISM INDUSTRY HANDBOOK **.......... *77***
- Tourism Marketing Checklist 78
- Marketing Opportunities Calendar 89
- Access to Tourism 123

WHERE WE ARE TODAY

MARKET SITUATION

CONSUMER MARKET SUCCESS INDICATORS

High ROI in the 7 Tourism Marketing Campaigns

In 1998 the Regional campaign returned **$40.21** in revenue for every **$1** spent, while Quebec returned **$37.36**, Aim and Angle **$22.48**, Canadian Strategic Cities **$21.49**, US Strategic Cities **$14.15**, Intercept **$15.49** and Winter **$3.70**

Increasing Average Length of Stay

Significant increase in average length of stay – 24% increase since 1994

Free Publicity

Over $48 million generated in free publicity in 1999

Advertising Awareness

For six consecutive years New Brunswick has been #1 in regional advertising awareness

Market Leadership in Key Markets

40% of people in Quebec see New Brunswick as Canada's leading beach destination – that's a ratio of 4 to 1 over PEI, the leading competitor

Top-of-mind Awareness

25% of the people of Maine identified New Brunswick as a tourist destination, that's more people than identified Florida

Inquiries

Year over year increase in both mail and toll-free inquiries

Occupancy Rates

Major occupancy gains, both in peak season and shoulder season – 83% occupancy during July-August in 1999 and 61% in the May-June-September shoulder season

MARKET SITUATION

TRADE COMMUNICATION SUCCESS INDICATORS

Meeting and Convention Business

For the first six months of 1999 meetings and conventions created an estimated $32 million in revenue

Increased Motorcoach Visits

Motorcoach travel to New Brunswick was up 48% over the last 3 years (currently represents 49,000 room nights)

Air Access

Canada 3000 Toronto-Moncton flight had 18,000 new seats and Canada 3000's new Paris-Moncton flight yielded a sales rate of 60% for tour operators carrying New Brunswick product

Travel Agent Education

Over 11,000 travel agents across the North America received education on New Brunswick tourism product since 1997

Increased Distribution of New Brunswick Product

All major Canadian tour operators carry and sell New Brunswick product and two of the three largest FIT travel companies in the US actively sell and market New Brunswick vacation packages

Access to New Markets

New Brunswick product is now on travel agents' shelves in the UK, Germany and France

PROVINCIAL PRODUCT SITUATION

PRODUCT DEVELOPMENT SUCCESS INDICATORS

Retail Package Development

In 1999 there were a total of 103 Day Adventure products and 87 Multi-Day Packages available to visitors

Community/Municipal Partnerships

Partnerships resulted in the construction of five Day Adventure Centres

Product Upgrades

Beaches have undergone major upgrades through a five year beach enhancement program with industry and municipalities

New World-Class Products

In partnership with industry and private sector two internationally recognized attractions were built - Hopewell Rocks and Bouctouche Dune

Consumer-Oriented Products

An Outdoor Network strategy was prepared and implementation started to upgrade sites to meet expectations of today's consumer

Quality Products

Implementation of proactive quality enhancement programs through Mystery Shop, Savvy traveller, and Grading

Industry Training

Over 3000 industry operators and employees trained through provincial training initiatives

Product Distribution

New provincial vacation packages are now being distributed, marketed and sold to top tour producers in Canada, the US, and overseas

CHALLENGES & OPPORTUNITIES

CHALLENGES

Competitive Challenges

- Increased competition – especially by Nova Scotia and Quebec
- US Competitive Situation – trend towards Canadian travel back to the US
- Increased effort by Maine/Bay Ferries to encourage Canadian travel to Maine
- Improved ferry services to Newfoundland

Marketing Challenges

- Accessibility - limited air access
- Seasonality – extending the tourism season
- Lack of awareness in some markets – "pass through image"

OPPORTUNITIES

Competitive Opportunities

- Intercept – benefit from competitors drawing visitors through New Brunswick
- Unique competitive positioning - unique "brand" identity in the region

Marketing Opportunities

- Significant potential to grow – tourism is growing in Atlantic Canada
- World-Class Attraction base for promotion
- Technology - opportunity to reinforce New Brunswick's innovative positioning

WHERE
WE ARE
GOING

TOURISM NEW BRUNSWICK MISSION

Our mission is to achieve sustainable economic development, employment, and growth through a year-round tourism industry; while preserving and protecting New Brunswick's natural and cultural environment. Growth will be directed by marketing research and achieved through strategically developed products, integrated communications, visitor sales, and partnership activities.

PROVINCIAL OBJECTIVES

- To increase tourism revenues to $1.2 billion by the year 2003
- To increase visitation to 1.6 million by the year 2003
- To achieve tourism employment of 30,100 person years by year 2003
- To contribute $96 million in annual direct provincial sales taxation revenue by 2003
- To achieve seasonal occupancy averages of:
  - 65% Fall
  - 50% Winter
  - 80% Summer
  - 65% Spring
  - 60% Annual

TOURISM NEW BRUNSWICK

Tourism New Brunswick has two critical areas: marketing and product development. Each plays an important role in increasing tourism in New Brunswick.

Product Development

The Tourism New Brunswick product development team works to ensure that New Brunswick retail product is market ready. Product Development includes:

- Research
- Product Assembly
- Packaging and Development
- Quality Control and Standards
- Industry Education and Training

Marketing

The Tourism New Brunswick marketing team creates strategic campaign plans that market New Brunswick-developed retail product. They work in consumer and trade markets to sell New Brunswick. Marketing includes:

- Advertising and Communications
- Trade Sales
- Visitor Sales
- Research
- Partnerships
- Public Relations

HOW WE GET THERE

STRATEGIC PRINCIPLES

- Maintain a "**customer-oriented**", **research-driven approach**
- Apply the **success formulas and retail approach**
- Strive for **product and marketing leadership through innovation and domination**
- Employ **step marketing and step product enhancement concepts for resource allocation**
- Assign priority to **sustainable, year-round product development**
- Encourage and maintain **quality products**
- Lead in **technology readiness**
- Market unique **"world-class" core products**
- Conduct **sound business analysis for all investment decisions**
- Strive for the **best customer sales force in Canada**
- **Intercept the visitor** at every opportunity
- Maximize **marketing and investment partnerships**

MARKETING STRATEGY

MARKETING OBJECTIVES:

- to increase campaign ROI
- to increase length of stay
- to increase average trip expenditures
- to increase trade revenues
- to increase inquiries
- to target increased conversion

MARKET STRATEGY (Dual Strategy)

Steal from the competition

Primary: primarily high ROI and in-close markets

When evaluating the alternative for vacationing – consider New Brunswick first

Secondary: primarily developmental or co-op markets

When evaluating the alternatives for vacationing - consider the Maritimes/Atlantic Canada first

Increase Usage

To encourage the target market to stay longer or spend more than had originally been planned prior to the trip (an intercept strategy)

MARKETING STRATEGY

COMMUNICATIONS STRATEGY

Primary:

Distant markets: to increase awareness
Regional/Quebec: to reinforce and remind

Secondary:

To modify attitudes towards the image of New Brunswick as a drive through province/not much to see or do

POSITIONING

New Brunswick's world-class products provide visitors with interactive, hands-on, authentic travel experiences year-round. Through retail products designed to involve the visitor at every opportunity and enhance value, New Brunswick offers a unique adventure for everyone.

MARKETING STRATEGY

STEP MARKETING CONCEPT
DEFINING TARGET MARKETS

Step	Market	High ROI	Develop-mental
Primary	Intercept - All visitors travelling in NB/resident market	✓	
	4-season Regional Market - Maritimes and Maine	✓	
	New England/US Strategic Cities	✓	
	Canadian Strategic Cities/Ontario	✓	
	Quebec	✓	
Secondary	Snowmobile	✓	
	Fish and Hunt	✓	
	Other US Cities (mid-Atlantic, mid-West)		✓
	Website		✓
Third	Western Canadian Cities		✓
	Southern US – Florida/Atlanta		✓
Fourth	France		✓
	Meetings and Conventions - Canada		✓
Fifth	UK and Germany (ACTP)		✓
Sixth	Cruise		✓
	Japan (ACTP)		✓

Note:
- **Activities in the above markets include trade and consumer markets**
- **Fall and early summer incorporated into all programs/product offering**

THE PLAN FOR 2000!

REGIONAL CAMPAIGN

Objectives:

- To dominate regional media with awareness of New Brunswick as the active vacation destination
- To extend regional presence to 12 months

Message/Theme:

- The New Tide of Adventure
- Maritimes - active, value-oriented vacation
- Maine - adventure/active/value through strong U.S. dollar exchange message
- Retail products (summer, fall and winter) - Multi-Day Packages and Day Adventures
- Scenic Drives

Target Markets:

- Maritimes
- Maine

Campaign Timing:

- November 1999 - October 2000
  - Spring: April - June
  - Summer: June - August
  - Fall: August - October
  - Winter: November-March

REGIONAL CAMPAIGN

Partnerships:

- DaimlerChrysler Canada (*Drive to Adventure* contest)
- Irving Oil
- Bombardier (*Rush for White Gold* sweepstakes)
- Scenic Drive Marketing Clubs
- New Brunswick Private Sector

Fulfillment:

- Spring: Travel Planner and Travel Map
- Fall: Fall Adventures on Fire Catalogue
- Winter: Rush for White Gold Catalogue

Research Considerations:

- Research study
- Return on investment
- Conversion studies including a study on contest entrants
- Consumer profiles
- Awareness testing
- Test direct mail program: mail out of kits to the database to be followed up by a telephone survey

REGIONAL CAMPAIGN

SPRING PROGRAM

ADVERTISING

Launch of the Regional Campaign

- Heavy television buy
- Radio spots to run with a radio contest on major stations in the region

Media Details - Television:

Creative:	60 second television advertisement
Focus:	the complete New Brunswick experience includes new for 2000 Culture and Fall
Duration:	April 24th-May 7th (2 weeks)
Programming:	Heavy news
Details:	300 GRPs per week
Market:	Maritimes and Maine

Media Details - Radio:

Creative:	30 second television advertisement
Focus:	strong New Brunswick message
Duration:	April 24th-May 7th (2 weeks)
Details:	200 GRPs per week/per market
Market:	Halifax, Saint John, Moncton, Fredericton, Caraquet/Bathurst, Charlottetown

Television

- Production and edit of a new 30 second advertisement featuring beaches
- 60 second general New Brunswick advertisement to run in rotation with 30 second advertisements featuring: Beaches, Outdoor Network, Culture and Bay of Fundy
- New weekly highlights program to be implemented highlighting New Brunswick vacation ideas and top attractions on a timely basis

REGIONAL CAMPAIGN

SPRING PROGRAM

ADVERTISING

Media Details:

Creative:	60 second television advertisement + four 30 second television advertisements
Focus:	60 second: General New Brunswick sell 30 second: Beaches, Outdoor Network, Bay of Fundy, Culture
Duration:	May 8th-June 18th (6 weeks)
Programming:	Heavy news
Details:	50 GRPs per week for 60 second creative 250 GRPs per week for 30 second creative
Market:	Maritimes and Maine

Regional Magazine

- Production of an all new Regional magazine
- Magazine will combine New Brunswick sell with the 200 retail packages available for 2000
- Outside back cover will feature the *Drive to Adventure* contest
- The magazine will be distributed direct to targeted households in the region and through the major dailies in New Brunswick

Distribution Details:

Creative:	40 page, 4 colour magazine
Focus:	New Brunswick sell 200 Day Adventures and Multi-Day Packages
Drop date:	April
Distribution:	Nova Scotia and PEI, Maine, New Brunswick
Market:	Maritimes and Maine

REGIONAL CAMPAIGN

SPRING PROGRAM

ADVERTISING

Outdoor Advertising:

- Billboards in Halifax

Media Details:

Creative:	12, 10′ x 20′ horizontal boards
Focus:	New Brunswick sell
Duration:	April 24th-June 18th (8 weeks)
Market:	Halifax

DATABASE MARKETING

- Mailing of the full kit at the end of April to database names in the region, including Maine (Kit to include: Travel Planner, Travel Map and Inquiry Kit Postcard)

REGIONAL CAMPAIGN
SUMMER PROGRAM

ADVERTISING

Television

- Two Day Adventure advertisements and a culture advertisement
- Continuation of weekly highlights program

Media Details - Television:

Creative:	Three 30 second television advertisements
Focus:	Day Adventure Day Adventure – Edible, Learning, Culture Culture
Duration:	June 19th - August 13th (8 weeks)
Programming:	Heavy news
Details:	300 GRPs per week
Market:	Nova Scotia and PEI

On-Site Material

- Production of collateral to be used at VICs, Day Adventure Outlets and other locations as appropriate featuring the weekly highlights program.
- Poster/flyer templates would be provided to the sites to be updated on a weekly basis with the highlight for the coming week.

REGIONAL CAMPAIGN

FALL PROGRAM

ADVERTISING

Television

- Re-edit of the Fall television advertisement
- Continuation of weekly highlights program

Media Details - Television:

Creative:	30 second television advertisement
Focus:	Fall
Duration:	August 14th – September 10th (4 weeks)
Programming:	Heavy news
Details:	300 GRPs per week
Market:	Maritimes and Maine

DATABASE MARKETING

- Mailing of the Fall Catalogue in mid-August to database names in the region, including Maine, that have expressed an interest in Fall
- Targeted mailing of the Fall Catalogue to households in Nova Scotia, PEI and Maine

REGIONAL CAMPAIGN

WINTER PROGRAM

ADVERTISING

Television

- Update of current 30 second advertisement
- Television to feature the *Rush for White Gold Sweepstakes*

Media Details - Television:

Creative:	30 second television advertisement
Focus:	General winter activties
Duration:	December 27th – March 5th (10 weeks)
Programming:	Heavy news
Details:	250 GRPs per week for first two weeks
	150 GRPs per week
Market:	Maritimes

Media Planet

- Campaign on Media Planet's screens in Champlain Place, McAllister Place and Regent Mall, general winter message

Media Details:

Creative:	quicktime video
Focus:	General winter activties
Duration:	November 15th – March 5th (16 weeks)

REGIONAL CAMPAIGN

WINTER PROGRAM

DATABASE MARKETING

- Mailing of the White Gold Rush Catalogue to database names who expressed an interest in winter activities

FRENCH LANGUAGE QUEBEC CAMPAIGN

Objectives:

- continue to dominate the Quebec market
- increase the level of inquiries
- increase visitation into shoulder seasons
- develop a new market segment (adventure-driven adults)

Message/Theme:

- Concept – Nos vacances, on va arroser ça à l'eau chaude! (Let's celebrate our vacation with warm water)
- Signature – Des plages d'eau chaude dans une mer d'activités (warm water beaches in a sea of activities)
- Emphasis on – Beach classification

Target Markets:

- Family
- Mature couples
- Adventure-driven Adults

Geographic Markets:

Primary
- Montreal
- Quebec City

Secondary
- Province of Quebec

FRENCH LANGUAGE QUEBEC CAMPAIGN

Product Focus:

- Warm saltwater beaches
- Diversity of beaches
- Cultural activities

Campaign Timing:

- March-June

Partnerships

- CAA Quebec
- DaimlerChrysler Canada

Research Considerations:

- Return on Investment
- Conversion studies
- Consumer profiles

FRENCH LANGUAGE QUEBEC CAMPAIGN

ADVERTISING

Print Advertising

- Double page spread and/or postcards in the following magazines:

Family:	Châtelaine, Primeurs, Coup de Pouce, TV Hebdo, TV 7 Jours, Séléction Reader's Digest, Madame au Foyer, Enfant Québec, Junior, Confidente, Affaires Plus
Mature:	Le Bel Âge, Virage, L'Actuelle, CAA Touring Magazine
Adventure-driven adults:	L'Actualité Géographia, Espace, Géo Plein Air, Fleurs, Plantes & Jardins

Television Advertising

Media Details:

Creative:	60 second television advertisement
Duration:	mid-March – mid-April
Programming:	primetime, network
Market:	Quebec

Outdoor Advertising

- Superboards in Montreal and Quebec City
- Billboards will feature a cellular quick number to call for an inquiry kit
- March to May

FRENCH LANGUAGE QUEBEC CAMPAIGN

Internet Advertising

- Purchase of key words on key search engines

TRADE ACTIVITIES

- Eight page New Brunswick Insert in CAA Touring Magazine featuring package product (450,000)
- 12 page New Brunswick/CAA overrun for distribution in New Brunswick fulfillment kits
- Retail sales activities with CAA Quebec to include educational training of CAA travel counsellors and promotions to raise New Brunswick awareness with CAA membership and travel counsellors
- New Brunswick presence in CAA member newsletter

CANADIAN STRATEGIC CITIES CAMPAIGN

Objectives:

- To promote the Bay of Fundy as an anchor world class tourism attraction to increase visitation to all of New Brunswick
- To introduce other provincial products (Scenic Drives)
- To increase air travel to New Brunswick
- To increase traffic during the shoulder seasons (fall and early summer)
- To target a ten percent increase over 1999 inquiry levels
- To encourage new package tour development with emphasis on the Fully Independent Travel and Special Interest Travel product and partnerships with selected suppliers and tour operators

Message/Theme:

- The Bay of Fundy...One of the Marine Wonders of the World
- Retail vacation packages
- Scenic Drives
- Attractions

Target Markets:

Consumer

Primary	45 years of age plus, household income $60,000.00 plus, active lifestyle, touring and new experience interests, eco-tourism interests, value conscious, discriminating travelers. Well-educated and environmentally conscious.
Secondary	35-44 years of age, household income $60,000.00 plus, values educational experiences, active lifestyle, eco-tourism interests, discriminating travellers

CANADIAN STRATEGIC CITIES CAMPAIGN

Travel Trade:

- Tour Wholesalers, Operators and Agents

Travel Media:

- Specific to targeted cities and appropriate special interest publications and national magazines

Geographic Markets:

- Toronto
- Ottawa
- Edmonton
- Calgary
- Vancouver

Product Focus:

- Bay of Fundy
- Scenic Drives
- Attractions
- Fully Independent Travel products
- Special Interest Travel products
- Group Tours (coach/fly-coach/adventure products)
- Day Adventures

CANADIAN STRATEGIC CITIES CAMPAIGN

Campaign Timing:

- April - October

Partnerships:

- CTC
- Thomas Cook Travel
- Signature Vacations

Research Considerations:

- Return on Investment
- Conversion
- Consumer profiles

Fulfillment:

- Bay of Fundy Explorer's Guide
- Travel Planner
- Travel Map
- Fall Adventures on Fire Catalogue

CANADIAN STRATEGIC CITIES CAMPAIGN

ADVERTISING

Print Advertising

Media Details:
Magazine: **Reader's Digest**
Creative: 3 Double page spreads with ad postcard
Issue: March, April and May

Media Details:
Magazine: **Leisure Ways**
Harrowsmith Country Life
Maclean's
Time
Canadian Geographic
Creative: Double page spread with ad postcard
Issue: March/April issues

CTC Program:

Media Details:
Program: Special Database Mailing
Creative: 2000 Bay of Fundy Explorer's Guide
Activities: Consumer Travel Planning Pack mailing
Markets: Ontario/Quebec, BC/Alberta/North

CANADIAN STRATEGIC CITIES CAMPAIGN

DATABASE MARKETING

Size of mailing:	250,000 names (new expanded pre-qualifier)
Market:	Canadian target cities

TRADE ACTIVITIES

- Mailing of *Fall Adventures on Fire* catalogue and brochure of fall Fully Independent Travel product to respondents from the Canadian Strategic Cities direct mail and names from trade partners
- Ads in selected trade publications
- Market Places
- Product Launches and Educational Tours
- Targeted Promotions
- Sales Calls

US CAMPAIGN

STRATEGIC CITIES PROGRAM

Objectives:

- To promote the Bay of Fundy as an anchor world class tourism attraction to increase visitation to all of New Brunswick
- To introduce other provincial products (Scenic Drives)
- To increase air travel to New Brunswick
- To increase traffic during the shoulder seasons (fall and early summer)
- To target a ten percent increase over 1999 inquiry levels
- To encourage new package tour development with emphasis on Fully Independent Travel and Special Interest Travel product and partnerships with Collette Discovery Vacations Canada

Message/Theme:

- The Bay of Fundy...One of the Marine Wonders of the World
- U.S. dollar exchange message (secondary message for the U.S. market)

Target Markets:

Consumer

Primary	45 years of age plus, household income $60,000.00 plus, active lifestyle, touring and new experience interests, eco-tourism interests, value conscious, discriminating travelers. Well-educated and environmentally conscious.
Secondary	35-44 years of age, household income $60,000.00 plus, values educational experiences, active lifestyle, eco-tourism interests, discriminating travellers

US CAMPAIGN

STRATEGIC CITIES PROGRAM

Travel Trade:

- Tour Wholesalers, Operators and Agents

Travel Media:

- Specific to targeted cities and appropriate special interest publications and national magazines

Geographic Markets:

- Boston
- Detroit
- Washington/Baltimore
- Philadelphia
- Chicago
- New York

Product Focus:

- Bay of Fundy
- Scenic Drives
- Attractions
- Fully Independent Travel products (Collette Discovery Vacations Canada)
- Special Interest Travel products
- Group Tours (coach/fly-coach/adventure products)
- Day Adventures

Campaign Timing:

- April - October

US CAMPAIGN

STRATEGIC CITIES PROGRAM

Partnerships:

- Collette Discovery Vacations Canada
- Air Canada's Canada GoGo Worldwide Vacations

Research Considerations:

- Return on Investment
- Conversion
- Consumer profiles

Fulfillment:

- 2000 Bay of Fundy Explorer's Guide
- Travel Planner
- Travel Map
- Fall Adventures on Fire Catalogue

US CAMPAIGN

STRATEGIC CITIES PROGRAM

ADVERTISING

Print Advertising

Media Details:

Magazine:	**Smithsonian** **Audubon** **Natural History**
Creative:	Double page spread with BRC
Issue:	March/April (May – Smithsonian)

CTC US Leisure Program:

Touring Details:

Program:	Touring/General Fulfillment
Activities:	Double Page Spread Customized direct mail (50,000 names)

Adventure Details:

Program:	Adventure
Activities:	Full-page ad in fulfillment brochure Full-page of info on Canada web site Customized direct mail (50,000 names)

US CAMPAIGN

STRATEGIC CITIES PROGRAM

DATABASE MARKETING

Size of mailing: 200,000 names (new expanded pre-qualifier)
Market: US target cities

TRADE ACTIVITIES

- Ads in selected trade publications
- Market Places
- Product Launches and Educational Tours
- Targeted Promotions
- Sales Calls

US CAMPAIGN

NEW ENGLAND PROGRAM

Objectives:

- To promote the Bay of Fundy as an anchor world-class tourism attraction to increase visitation to all of New Brunswick
- To introduce other provincial products (Scenic Drives)
- To increase traffic during the fall
- To create new New Brunswick Learning Vacation products through Collette Discovery Vacations Canada

Strategy:

- **New England**
  A combination of print, television, newspaper and direct mail which allows for high impact communications in this market

Message/Theme:

- The Bay of Fundy...One of the Marine Wonders of the World
- New Brunswick as the destination for active learning experiences
- Other provincial products (Scenic Drives)
- U.S. dollar exchange message (secondary message for the U.S. market)

Target Markets:

Primary	45 years of age plus, household income $60,000.00 plus, active lifestyle, touring and new experience interests, eco-tourism interests, value conscious, discriminating travelers. Well-educated and environmentally conscious
Secondary	35-44 years of age, household income $60,000.00 plus, values educational experiences, active lifestyle, eco-tourism interests, discriminating travellers

US CAMPAIGN

NEW ENGLAND PROGRAM

Geographic Markets:

- **New England:**
  Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, Vermont

Product Focus:

- Bay of Fundy (early summer to fall)
- Scenic Drives
- Attractions
- Fully Independent Travel Vacation Package
- Special Interest Travel products
- Fully-Escorted Vacation Package (Collette Discovery Vacations Canada)
- Day Adventures
- Support Services (restaurants/accommodations/etc.)
- Learning Vacations

Campaign Timing:

- April - October

Partnerships:

- Collette Discovery Vacations Canada
- CTC

Research Considerations:

- Return on Investment
- Conversion
- Consumer profiles

US CAMPAIGN

NEW ENGLAND PROGRAM

Fulfillment:

- 2000 Bay of Fundy Explorer's Guide
- Travel Planner
- Travel Map
- Fall Adventures on Fire Catalogue
- Learning Experiences Booklet

ADVERTISING

Television

Media Details:	
Creative:	60 second television spot
Duration:	4 weeks
Programming:	Network (news programming) Cable (Discovery/Learning/A&E etc.)
Details:	250 GRPs per week (TBD)
Market:	New England

Print

Media Details	
Magazines:	**Family Circle (April issue)** **Reader's Digest (May issue)**
Creative:	Double Page Spread with ad postcard
Market:	New England
Magazines:	**Yankee Magazine (March, April, May issues)**
Creative:	Three 1/2 page ads followed by a Double Page Spread
Market:	New England

US CAMPAIGN

NEW ENGLAND PROGRAM

Magazines: **Yankee Magazine (August, September issue)**
Creative: Double Page Spreads
Market: New England

Newspaper: **New England major dailies (travel section)**
Market: New England

DATABASE MARKETING

Size of mailing: 100,000 names
Market: New England (100,000 names)
Fulfillment: Learning Vacations Brochure (FIT Learning Vacations)
2000 Bay of Fundy Explorer's Guide (Bay of Fundy FIT & Escorted)
New Brunswick Travel Planner
New Brunswick Travel Map
Call backs: Collette Discovery Vacations Canada will conduct timely callbacks for all inquiries

TRADE ACTIVITIES

- PR opportunities with Collette Discovery Vacations Canada
- Sales activities
- Education/Training
- Selected trade advertising

US CAMPAIGN

MID-ATLANTIC PROGRAM

Objectives:

- To promote the Bay of Fundy as an anchor world class tourism-attraction to increase visitation to all of New Brunswick
- To introduce other provincial products (Scenic Drives)
- To increase traffic during the fall

Strategy:

- **Mid-Atlantic**
  Based on the size of the Mid-Atlantic market and the cost to reach the target audience, a highly targeted approach has been chosen. Program components in this market will focus on direct-to-home communications

Target Markets:

Primary	45 years of age plus, household income $60,000.00 plus, active lifestyle, touring and new experience interests, eco-tourism interests, value conscious, discriminating travelers. Well-educated and environmentally conscious
Secondary	35-44 years of age, household income $60,000.00 plus, values educational experiences, active lifestyle, eco-tourism interests, discriminating travellers

Geographic Markets:

- **Mid-Atlantic States**
  New York, New Jersey, West Virginia, Virginia, Delaware, Maryland, Pennsylvania, and Washington DC

US CAMPAIGN

MID-ATLANTIC PROGRAM

Message/Theme:

- The Bay of Fundy...One of the Marine Wonders of the World
- New Brunswick as the destination for active learning vacations
- U.S. dollar exchange message (secondary message for the U.S. market)
- Other provincial products (Scenic Drives)

Product Focus:

- Bay of Fundy (early summer to fall)
- Scenic Drives
- Attractions
- Fully Independent Travel Vacation Package
- Special Interest Travel products
- Fully-Escorted Vacation Package
- Day Adventures

Campaign Timing:

- April - October

Partnerships:

- Collette Discovery Vacations Canada
- ACTP

Research Considerations:

- Return on Investment
- Conversion
- Consumer profiles

US CAMPAIGN

MID-ATLANTIC PROGRAM

DATABASE MARKETING (proposed)

Size of mailing:	200,000 names
Market:	Mid-Atlantic
Fulfillment:	2000 Bay of Fundy Explorer's Guide (FIT & Escorted Vacation Packages) New Brunswick Travel Planner New Brunswick Travel Map
Call backs:	Collette Discovery Vacations Canada will conduct timely callbacks for all inquiries

TRADE ACTIVITIES

- PR opportunities with Collette Discovery Vacations Canada
- Sales activities
- Education/Training
- Selected trade advertising

US CAMPAIGN

NEW BRUNSWICK/NOVA SCOTIA JOINT BAY OF FUNDY PROGRAM

Objectives:

- Increase awareness among consumers and the travel trade of the Bay of Fundy as a phenomenal destination with pre-eminent touring and outdoor opportunities that match the Fundy customer profile
- Increase tourism traffic to the Bay of Fundy region, both in New Brunswick and Nova Scotia, from the target audience
- Introduce Landmark Vacations FIT and Brennan Tours escorted Bay of Fundy vacation packages through AAA South

Key Messages:

The phenomenal Bay of Fundy as the centerpiece/highlight of a New Brunswick and Nova Scotia tourism experience

Primary message:	Bay of Fundy
Secondary messages:	New Brunswick and Nova Scotia

Target Markets:

Primary:	Couples 45 years of age plus, HHI US$60,000+, some university, touring vacationers with key interests in eco-tourism, heritage/historical and cultural experiences
Secondary:	Couples 35-44 years of age, HHI US$60,000+, touring vacationer with active lifestyle, values educational experiences with key interests in eco-tourism, hiking, heritage/historical, cultural experiences
Market Sources:	- AAA South Database Membership (total current membership approximately 3.1 million) - Provincial databases - Rented lists (magazine, lifestyle selector lists, etc.)

US CAMPAIGN

NEW BRUNSWICK/NOVA SCOTIA JOINT BAY OF FUNDY PROGRAM

Geographic Markets:

- Atlanta and Florida

Product Focus:

- The Bay of Fundy region's unique opportunities for active touring vacations
- Landmark Vacations Fully Independent Travel trade product
- Brennan Tours escorted trade product
- Other provincial supporting products

Visual Icons:

- Highest tides
- Whale watching, tidal bore rafting, boat tours, etc.
- Marine Life (whales, seabirds, seals)
- Fossils
- Hiking/walking along the Bay of Fundy
- Museum/Interpretive opportunities
- Supporting visuals will include land-based Day Adventure products and cultural experiences related to and/or located on the Bay of Fundy.
- Accommodations and dining, visiting small towns and villages, heritage sites, performing arts activities, etc.
- Other provincial icons

Campaign Timing

March-June

US CAMPAIGN

NEW BRUNSWICK/NOVA SCOTIA JOINT BAY OF FUNDY PROGRAM

Partners:

- Tourism Atlantic
- Fundy Product Club
- AAA South
- Landmark Vacations
- Brennan Tours
- Nova Scotia

DATABASE MARKETING

Size of mailing:	225,000 names
Market:	Atlanta (125,000 names) Florida (100,000 names)
Fulfillment:	New Brunswick/Nova Scotia Bay of Fundy Brochure New Brunswick Travel Planner Nova Scotia Travel Planner

TRADE ACTIVITIES

- AAA South will act as the reputable travel retailer in the target cities for Bay of Fundy Product
- Develop Fully Independent Travel product through Landmark Vacations and escorted through Brennan Tours
- Representation of the Bay of Fundy product at AAA consumer shows throughout Florida and Atlanta through Landmark and Brennan Tours
- In-market product and destination training, followed by educational visits for AAA South agents

US CAMPAIGN

NEW BRUNSWICK/NOVA SCOTIA JOINT BAY OF FUNDY PROGRAM

MEDIA RELATIONS

- Travel journalist program in key publications and travel sections in target market
- Development of Media Tours

WEBSITE

- Development of a web site linking to New Brunswick and Nova Scotia sites and other appropriate sites for this initiative
- Register with appropriate search engines (e.g. travel sites frequently used by the target market.)

FISH AND HUNT CAMPAIGN

ULTIMATE FISH AND HUNT PROGRAM

Objectives:

- To increase awareness of New Brunswick as a world-class sport fishing and hunting destination
- To establish and foster relationships with current and potential customers
- To encourage new market development

Message/Theme:

- New Brunswick is world-famous for Atlantic Salmon fishing
- New Brunswick as an unbeatable big game, upland bird and waterfowl hunting destination
- Ultimate Fish and Hunt Adventures (retail packages)

Target Markets:

- Atlantic Salmon and bass fishers
- Hunters

Geographic Markets:

- New England
- Southern U.S.
- Mid-Atlantic

Research Considerations:

- Return on Investment
- Conversion studies
- Consumer profiles

FISH AND HUNT CAMPAIGN

ULTIMATE FISH AND HUNT PROGRAM

Campaign Timing:

- January - March

Partnerships:

- Economic Development, Tourism and Culture with industry partners (outfitters)

DATABASE MARKETING

Size of mailing:	40,000 names
Market:	Southern US/New England
Fulfillment:	Ultimate Fish and Hunt Brochure Travel Map Personalized Letter

TRADE ACTIVITIES

- Brochure distribution and sales to be done through the following groups:
    - Trade Sales Team: Europe, MCIT, North America
    - Trade and Investment Group

PUBLIC RELATIONS

- Press/Familiarization tours
- Potential participation in fish and hunt television shows
- Develop new leads and maintain contact with qualified outdoor writers in our market
- Press Kits

FISH AND HUNT CAMPAIGN

CORE PROGRAM

Objectives:

- To increase awareness of New Brunswick as a world-class sport fishing destination
- To increase emphasis on selected hunting products

Messages/Themes:

- New Brunswick is world-famous for Atlantic salmon fishing
- New Brunswick as an excellent bass-fishing destination
- New Brunswick as an unbeatable big game destination
- Directory of Outfitters

Target Markets:

- Previous fishing and hunting visitors
- Fishing and hunting inquiries

Geographic Markets:

- New England
- Ontario
- Quebec
- Maritimes

Product Focus:

- Sport Fishing – Atlantic Salmon and Smallmouth bass
- Hunting – White-tailed deer

Campaign Timing:

- January – April

FISH AND HUNT CAMPAIGN

CORE PROGRAM

DATABASE MARKETING

Size of mailing:	40,000 names
Market:	Past non-resident license holder and inquiries
Fulfillment:	2000 Outfitters Directory Travel Map Personalized letter Ultimate Fish and Hunt Adventures Catalogue (US)

SNOWMOBILING CAMPAIGN

Objectives:

- To increase the number of snowmobiling inquiries to 10,000
- To increase awareness of New Brunswick's unbeatable, world-class snowmobile product
- To extend the tourism season
- Increase average occupancy rates

Message/Theme:

- White Gold Rush
- Northern Odyssey
- USA dollar exchange message where applicable
- Retail products: Snowmobiling packages

Target Markets:

- Hard-core snowmobilers
- Casual snowmobilers

Geographic Markets:

- External In-Close Markets - Ontario, Quebec, Maine
- Maritimes

Product Focus:

- Snowmobiling
- Northern Odyssey

SNOWMOBILING CAMPAIGN

Campaign Timing:

- November - March

Partnerships:

- Northern Odyssey Partnership
- Bombardier Canada – Sponsor of the Rush for White Gold Sweepstakes
- New Brunswick Snowmobile Federation

Research Considerations:

- Return on investment
- Conversion studies
- Consumer profiles

ADVERTISING

Television

Media Details:

Creative:	30 second television advertisement Snowmobile Trail Report on Live @ 5 (twice weekly)
Programming:	Heavy news
Market:	Maritimes
Duration:	2 weeks @ 250 GRPs per week 8 weeks @ 150 GRPs per week
Additional:	Sponsorship of Warming Hut in Maine

SNOWMOBILING CAMPAIGN

Print

Media Details

Magazines:	**Motoneige Quebec** **Ontario Snowmobiler**
Market:	Quebec and Ontario
Creative:	Full page ad with BRC

DATABASE MARKETING

Size of mailing:	40,000 names
Market:	Database names (expressed interest in snowmobiling) Permit holders from Ontario and Quebec Three snowmobile federations in the Maritimes New England (qualified names)
Fulfillment:	Snowmobile Trail Map Northern Odyssey brochure

PUBLIC RELATIONS

- Develop new leads and maintain contact with qualified winter outdoor journalists
- Media tours

DAY ADVENTURE CAMPAIGN

Day Adventure Intercept Network Program Objectives:

- to obtain revenue levels of $10.0 million in 2000 and $13.3 in 2001
- to create/maintain 380 jobs by 2001
- to increase awareness by 10% over current levels for Nova Scotia and Prince Edward Island residents
- to increase the number of points-of-contact with visitors travelling in the province
- to provide quality customer service at every point-of-contact
- to maintain the length of visitor stay in New Brunswick at 4.1 days

Adventure Outlet and Adventure Station Objectives:

- to supplement the advertising efforts with intercept messages
- to ease the process of obtaining information and booking Day Adventures at Adventure Outlets
- to generate traffic to Adventure Outlets

Message/Theme:

- Today's the Day… for adventure
- Adventures Left and Right (logo/branding)
- Day Adventure retail product (edible, great outdoor, cultural, tidal, Learning Quest)

Target Markets:

- Residents of New Brunswick
- Visitors travelling in New Brunswick

DAY ADVENTURE CAMPAIGN

Campaign Timing:

- June – September

Research Considerations:

- Return on investment
- Conversion studies (including a study on contest entrants)
- Consumer profiles
- Awareness testing

Partnerships:

- DaimlerChrysler Canada
- NBTel
- Compaq Canada
- MITI Information Technology
- Irving Oil
- Bombardier Canada
- McDonald's Restaurant
- Day Adventure Operators
- Tourism Private Sector
- TVNB

Publications:

- Day Adventure Catalogue
  - Expanding to 48 pages
  - Printing approximately 400,000
- Welcome to New Brunswick Guide
- Five Scenic Drive Guides
- Travel Map
- Travel Planner

DAY ADVENTURE CAMPAIGN

ADVERTISING

Television

Media Details:

Creative:	Two 30 second television advertisements
Focus:	Day Adventure New Day Adventures: Edible, Learning Quests, Cultural
Programming:	Heavy news
Market:	New Brunswick
Duration:	8 weeks @ 300 GRPs per week

Media Details:

Creative:	30 second advertisement
Focus:	Day Adventure
Programming:	Cable
Market:	New Brunswick
Duration:	8 weeks

Radio

Media Details:

Creative:	30 second advertisement
Focus:	Day Adventure
Market:	New Brunswick
Duration:	8 weeks @ 225 GRPs per week (Day Adventure)
Added:	Promotion with radio stations

DAY ADVENTURE CAMPAIGN

ADVERTISING

Direct Mail

Media Details:

Creative:	Day Adventure Catalogue
Focus:	Day Adventure
Market:	New Brunswick

Adventure Outlets and Adventure Stations 2000

- 29 Adventure Outlets for 2000 and approximately 600 Adventure Stations
- Promotion of Adventure Outlets and Adventure Stations in Tourism New Brunswick publications
- Production of collateral
- Creation of a new Adventure Outlet Screensaver
- Presentations by Day Adventure Operators at Adventure Outlets

Adventure Outlet Promotion

- Promotion at Adventure Outlets whereby visitors to the Outlet are given the chance to win prizes
- Signage on the Adventure Outlet desk to promote the contest
- Signage to inform visitors that information is available at Adventure Outlet Kiosk

CULTURE CAMPAIGN

Objectives:

- to develop culture as one of New Brunswick's critical products
- to increase awareness of New Brunswick's cultural product
- to intercept visitors travelling in the region

Message/Theme:

- Come On ....Live our Culture
- New Brunswick's Cultural Connection

Target Markets:

- Visitors traveling in the Maritimes
- Residents of the Maritimes

Product Focus:

- Major cultural attractions/icons

CULTURE CAMPAIGN

Campaign Timing:

- April to September

Partnerships

- Economic Development, Tourism and Culture with local operators (cultural sites)

Research Considerations:

- Return on Investment
- Conversion studies
- Consumer profiles

ADVERTISING

Television

Media Details
Creative: 30 second television advertisement
Duration: May 8th - June 18th (6 weeks)
Programming: Heavy news
Details: 250 GRPs per week
Market: Maritimes and Maine

Media Details
Creative: 30 second television advertisement
Duration: 8 weeks
Programming: Heavy news
Details: 300 GRPs per week
Market: Maritimes and Maine

CULTURE CAMPAIGN

Print Advertising

- Four page spread for inclusion in the Welcome to New Brunswick guide
- Double page spreads in each of the Scenic Drive Guides

Radio Advertising

- Production of a 30 second radio advertisement. Spot to complement the television execution. Media to concentrate within defined intercept areas for each of the partners.
- Radio donut spot produced as a version of the full 30 second version for exclusive use by the partners for their own promotional activity. Spot designed to maximize impact and create a connect between the provincial program and individual attraction programs

Outdoor Advertising

- Billboards at the five VIC locations in New Brunswick

Cultural Connection Sweepstakes

- Cultural Connection Sweepstakes program to promote the Cultural Connection locations
- Cultural Connection Sweepstakes brochure for promotion and inquiry fulfillment

DATABASEMARKETING

- Utilizing the database of names from last year's sweepstakes, undertake a direct mail for this year's program. Mailing to occur in the spring, as part of the regional mail-out planned in April by the province. Mailing to include provincial fulfillment material and the new Cultural Connection Sweepstakes brochure

TRADE SALES

EUROPE

France:

- 1998/1999 was the first year of a three year program for the new Canada 3000 Paris-Moncton route
- Main objectives:
  - Build program with Canada 3000 Airlines
  - Generate maximum traffic for the route
  - Educate French travellers on New Brunswick
  - Begin building an awareness of New Brunswick in the minds of French travellers
  - Build partnerships with key tour operators for exposure and sale of airline/New Brunswick packages and touring itineraries
- Development of creative (i.e. brochure, booth design, press kit and advertising) specifically targeted at the French market
- Participation in consumer and trade initiatives with the Canadian Tourism Commission (CTC - France and Ottawa), ACTP and Canada 3000 Airlines Ltd.
- Television advertising with the CTC
- Put New Brunswick product on the shelf in France
- Promotions/Campaigns to increase exposure
- Trade-related educational tours to New Brunswick

United Kingdom and Germany:

- Continuation of effort with Atlantic Canada Tourism Partnership (ACTP)
- More activity in these markets to increase market share; marketplaces, sales calls, product launches, educational launches "in-market", and educational tours to New Brunswick
- Key tour operators, airlines and embassies, through development of targeted "partnerships", will actively promote New Brunswick's world-class products
- Strengthen provincial partnership programs with a focus on Canadian "Receptives
- Development of materials in German (i.e. German Lure brochure)
- Development of lure brochure for United Kingdom markets

TRADE SALES

MC&IT PROGRAM

Objectives:

- To build awareness of New Brunswick as a destination for Association and Corporate Meetings
- To increase visitation to New Brunswick
- To increase business for the participating partners

Message/Theme:

- New Brunswick as "Atlantic Canada's destination" for corporate meetings and conventions - *Thinking Atlantic Canada...*Think New Brunswick
- For the corporate meetings segment build on this overall theme, but also include active meetings/day adventure messages

Target Markets:

- Association Executives
- Corporate Meetings Planners

Geographic Markets:

- Ontario, Quebec, and the Maritimes
- Maine/New England (secondary)

TRADE SALES

MC&IT PROGRAM

Product Focus:

- Cities
- Amenities
- Air access
- Pricing
- Meeting and convention services (e.g. on the ground support)
- General New Brunswick and individual city destination sell
- Active Meetings modules and day adventures (primarily for the Corporate Meetings market)

Advertising:

- Four colour, four page spread in "Conventions & Meetings Canada" directory

Direct Mail:

- Mailing of an innovative, pre-qualifying piece to association executives and meetings planners in English Canada
- Pre-qualifier will have a research component - respondents will be asked to answer questions that will assist in determining high potential leads
- Mailings will be timed according to scheduled sales calls

Fulfillment

- Presentation kit
- Lure Brochure
- Directory

TRADE SALES

MC&IT PROGRAM

Relationship Marketing

- Continue to develop the database of current MC&IT customers and prospective MC&IT customers (component of Trade database). This database will include respondents to the direct mail program.
- Produce "The Agenda" newsletter bi-annually to be mailed to the database updating them on any new attractions, products, events etc. that would be of interest.

MC&IT Partnership

- Co-operative program with the Department of Economic Development, Tourism and Culture and industry partners (cities and accommodations)

Research Considerations:

- Inquiry analysis from advertising and direct mail activities
- Sales conversion
- Statistical collection

VISITOR SALES

Objectives:

- To intercept more visitors travelling within the province to increase their length of stay
- To instill a new sales mentality (local expert initiative) throughout the traditional visitor information network
- To create a seamless system of information and sales support to the visitor and create a single visual identity for the entire system
- To effectively and efficiently distribute information to visitors
- To enhance the use of technology to increase visitor sales and service
- To increase the number of points of contact with customers to enhance the opportunities to make a sale
- To maintain and update the provincial tourism information database for the Internet through the provincial call centre
- To increase the sales of retail intercept products

Visitor Sales Components:

- Tourism Call Centre
- Provincial Visitor Information Centres
- Tourism Information Kit/Brochure Distribution
- Tourism Education and Training Program
- Tourism Product Database
- Day Adventure Outlets and Day Adventure Stations (Day Adventure Intercept Program)
- Partnerships and Promotions

VISITOR SALES

Highlights for 2000:

- increased training at the Tourism Call Centre, Provincial Visitor Information Centres and Day Adventure Outlets
- education for staff – provision of extensive product knowledge and up/cross-selling skills
- improved facilities, increased staffing and implementation of a customer recovery system at the Tourism Call Centre
- creation of quality Day Adventure Outlet locations supported by Day Adventure collateral and program
- year-round partnership with Irving Oil
- winter promotion with Bombardier Canada
- summer promotion with DaimlerChrysler Canada
- computer network for Day Adventure Outlet through a partnership with MITI Information Technology and Compaq Canada
- Promotion with New Brunswick and McDonald's Restaurants

PUBLIC RELATIONS

Objectives:

- to increase positive publicity values for New Brunswick from $48 million to $55 million
- to develop new leads and maintain contact with qualified travel journalists in our key markets
- to distribute coverage with publicity values to the tourism industry in New Brunswick
- to develop new and comprehensive itineraries for travel journalists with new and unique story angles
- to create a greater awareness and support of the overall Public Relations program by working with the private sector to gain further support for public relations initiatives and participation in the Media Guest Program
- to act timely with new and exciting stories that develop, to gain knowledge and create itineraries and story ideas

Public Relations Activities:

- creation of press kit materials
- development of travel journalist itineraries
- host the exclusive Travel Journalists Guild
- implement the Media Guest Program
- organize and conduct media trips with qualified journalists
- conduct media sales blitzes in key markets
- attend major media marketplaces
- maintain media database
- provide news releases and stories to various magazines, newspapers and broadcast media

PUBLICATIONS AND DIRECT MAIL PIECES

Highlights for 2000:

1. **Travel Planner** – The 2000 Travel Planner has been significantly changed to include a new design and all new package categories. This year's piece has an expanded lure section and features all new photography.

2. **Official Travel Map** – This publication has been increased in size for 2000 and includes new lure, selling information, photography and scenic drive information. The Travel Map is included in all major campaign fulfillment

3. **Regional Magazine** – As part of the regional campaign, this publication has been expanded to 40 pages, and includes expanded lure information, Day Adventures and Multi-Day Packages. This is an all new direct mail piece for 2000 and will be distributed directly to homes in the region.

4. **Day Adventure Catalogue** – As part of the Day Adventure Intercept Network, this catalogue is distributed to visitors and residents in-province. The 2000 catalogue has new design elements, is expanded to 48 pages and includes new Day Adventure package categories.

5. **White Gold Rush Catalogue** - This year's catalogue has an all new size and features over 70 winter packages. This piece is now used as fulfillment for the new regional winter program.

6. **Snowmobile Trail Map** – As part of the exclusive snowmobile campaign for this year, the 2000 Snowmobile Trail Map has an increased retail focus and new photography.

7. **Fall Adventure on Fire Catalogue** – The 2000 fall catalogue has also been redesigned with a new size and a new look. This year it features stronger lure components and vivid new fall photography. This piece is used for both fulfillment and direct mail in the region.

PUBLICATIONS AND DIRECT MAIL PIECES

7. **Fish and Hunt Publications –** The 2000 Aim and Angle campaign features two fish and hunt pieces: an Outfitters Directory and an Ultimate Fish and Hunt Adventures Guide that serves as a direct mail piece for the partnership program component of this campaign.

8. **Welcome to New Brunswick and 5 Scenic Drive Guides** – These publications continue to serve as the primary in-province intercept touring guides and have an extensive distribution network throughout New Brunswick

RESEARCH

Objectives:

- to identify primary marketing research needs to build better campaigns, understand consumer behaviour and develop consumer profiles
- to evaluate campaign performance based on marketing objectives and ROI
- to identify unique competitive edges and help gain a better understanding of the New Brunswick visitor
- to provide research for decision making as well as performance evaluation
- to identify new ways to conduct consumer/performance research

Major Research Activities:

- creative and communications testing (eg. campaign creative, fulfillment materials, etc.)
- customer profiles/marketing intelligence (eg. resident surveys, secondary data sources)
- measurement and evaluation (eg. return on investment, conversion analysis, awareness testing, post-campaign analysis)

TOURISM TECHNOLOGY

Objectives:

- to make the provincial tourism website emerge as a significant selling and planning tool for visitors
- to continue to implement the provincial tourism technology marketing plan; promoting provincial site usage and using the web as a target market source for new visitors
- to continue to enhance and update the site

Tourism Technology Activities:

- database maintenance (entire database has been overhauled and improved)
- fully on-line call centre
- continued evolving and updating of tourism website based on consumer needs/feedback
- partnering with Atlantic Canada Tourism Partnerships and Tourism Industry associations to implement Atlantic Canada Tourism Technology Program

YEAR
2000
FOCUS ON THE FUTURE

TOURISM
INDUSTRY
HANDBOOK

TOURISM NEW BRUNSWICK

TOURISM MARKETING CHECKLIST

MAXIMIZE YOUR TOURISM MARKETING POTENTIAL!

If you're a tourism entrepreneur in New Brunswick, then you know how crucial marketing is to the overall success of your operation. But with so many marketing resources and options available, it's sometimes hard to know where to begin.

To make things a little easier, the New Brunswick Department of Economic Development, Tourism and Culture has developed this simple checklist that covers some of the basics of tourism marketing.

Before you begin, you need to establish which market you're trying to reach. Are you trying to reach tourism consumers before they leave home (the end user of your service); intercept them once they are in the province; or are you trying to reach the tourism trade (e.g., motorcoach operators)? Choose the audience you want to reach...then see if you're offering the services they need and getting your message to market effectively.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM CONSUMER MARKET

☐ *1. Do you have a marketing plan or strategy?*

Studies have shown that 80% of companies who had a comprehensive marketing plan/strategy in place experienced greater levels of success and growth than companies that did not. Your marketing plan should answer the following basic questions:

What are you selling?
Define the product or service you're offering to the marketplace. It could be anything from accommodations or whale-watching to cuisine or theatrical productions. Although you may offer many products and services under one company (e.g., rooms, fitness facilities, outdoor adventure packages, etc.), you can't effectively sell all of them at once. It will confuse your customer and dilute your marketing efforts. Choose the one product or service that defines your mission for being in business.

What is your unique selling point?
Maybe it's your location that gives you a competitive edge. Or perhaps you offer specialized services that cater to a specific group of people like families. Whatever it is that distinguishes your operation from that of your competitor, make sure this message comes across in your communications materials.

Who do you want to buy your product or service?
Take a "snapshot" of your prospective customer. Are they male or female? How old are they? How do they make their purchasing decision? Where do they live? If you know who your customer is, then you know how to tailor your sales message accordingly. If you know your customer best, you won't have any competition.

TOURISM MARKETING CHECKLIST

What are your marketing objectives?
In establishing marketing objectives, you should remember that each one must be concrete, quantifiable, measurable and with a specific goal in mind. It is not enough to say that you want to double your room sales. You may not have the resources to achieve such a goal. Therefore, your marketing objective isn't concrete. You will also need to quantify that statement. Perhaps your marketing objective should be to increase room sales by 20% to offset the costs of your recent renovations.

Is your marketing objective realistic? You may want to increase room sales by 20 % but maybe your target market is only increasing 10% annually. If the market doesn't keep pace with your objective, you probably won't be able to achieve your objective.

How will you measure your marketing objectives?
Another factor to consider is how you will measure the success of your marketing efforts. You must be able to track them. For example, do you have evaluation tools such as a questionnaire at your front desk so your employees can ask each guest checking in about what made them decide to choose your hotel? Reader response cards work well. Some companies even choose to contract an outside market research firm to evaluate the success of their programs.

How will you reach your target market?
There are a number of different communications tools available to get your message to market. Decide which one would most likely work. It could be a brochure sent out as part of a direct mail campaign to American outdoor enthusiasts. Or a print ad in one of New Brunswick Tourism's publications such as the Welcome to New Brunswick guide or the Scenic Drive Guides. Your budget and your geographic market are two important factors in determining the most effective means of reaching your audience.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM CONSUMER MARKET

☐ *2) Do you have professional photography?*

They say a picture is worth a thousand words and if your pictures aren't in focus, your marketing efforts won't be either. Invest in professional photography and use those photos in your brochure, your ads, on your web site or as part of your consumer show booth graphics. To help with photography costs, you may want to participate in New Brunswick Tourism's professional photo shoot progran (if you participate in our packaging program). For more information, contact Kathy Beauregard, Tel: 506 444-5331; Fax 506 444-3132; E-mail: kathy.beauregard@gov.nb.ca

☐ *3) Do you have a general information booklet?*

A brochure is one of the single most valuable cost-effective marketing tools available. Depending on your budget, it can be as simple as a black and white flyer or as elaborate as a multi-page, full colour glossy brochure. Once your brochure is printed, you'll need to get it in the hands of your customers. You can do this as part of your own direct mail campaign or you can participate in New Brunswick Tourism's Private Sector Literature Distribution Program. For a nominal fee (based on the number of brochures you want distributed), New Brunswick Tourism can have it distributed to all Provincial and Municipal Visitor Information Centres. There are usually three set deadlines for distribution from May – July. Brochures containing private sector advertising do not qualify. If you'd like to participate, contact Diane Rioux, Tel: 506 444-4465; Fax 506 444-2323; E-mail: diane.rioux@gov.nb.ca

☐ *4) Are you a member of TIANB or a regional tourism association?*

Becoming a member of a tourism association allows you to network with other businesses in your industry sector, share ideas and keep current with industry trends. To contact the Tourism Industry Association of New Brunswick (TIANB), you can call their Fredericton office at 506 458-5646.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM CONSUMER MARKET

☐ *5) Have you developed a day adventure or multi-day adventure package?*

Last year, New Brunswick's sales of day adventure and multi-day adventure packages increased 12.4% and was one of the primary reasons why New Brunswick experienced its best season ever. These packages are dynamic, interactive tourism adventures that vacationers can experience in a day or over a period of time. To package your adventure, follow New Brunswick Tourism's winning formula. To see if your idea is ripe for retail packaging, make sure it's:

- Entertaining
- Educational
- Enriching
- Hands-On
- Well-themed
- Value-added
- And Exceeds Expectations.

The adventure packages are promoted via multi-million dollar advertising campaigns, in 29 Day Adventure Outlets and in over 600 Adventure Stations. To develop your adventure package, request a Retail Packaging Kit from Tourism Product Development by calling 506 453-8757.

☐ *6) Have you placed an advertisement in the Welcome to New Brunswick Guide or any of the five Scenic Drive Guides?*

These New Brunswick Tourism Publications are the cornerstones of the province's direct marketing programs. These guides represent close to 1 million publications that are distributed directly to people who are interested in your product-making them highly-targeted communications pieces. For more information, call Scott Kennah of Hawk Publications at 506 459-3745.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM CONSUMER MARKET

☐ *7) Do you have a web site?*

A web site is the cheapest, fastest and easiest way to reach a global audience and for your customers to get in touch with you. Depending on the complexity and content of your web site, development costs can vary from $500 for a simple page to a few thousand dollars for a professionally designed web site with electronic commerce options. (e.g., on-line bookings, etc.)

☐ *8) Have you made a presentation to representatives of New Brunswick's Call Centre and Visitor Information Centres?*

The people staffing New Brunswick's Call Centre or Visitor Information Centres can't promote your operation if they don't know about it. To make a presentation and educate them on your product, call Visitor Sales at 506 453-2489.

☐ *9) Are you participating in New Brunswick's Media Relations program?*

To promote your product through New Brunswick Tourism's Media Relations program, contact Valerie Kidney, Tel: 506 444-4081; Fax: 506 444-3132.;
E-mail: valerie.kidney@gov.nb.ca

☐ *10) Have you requested a copy of the Tourism Marketing Opportunities Calendar?*

This publication is a comprehensive directory of available marketing opportunities for New Brunswick Tourism industry operators. Deadlines for participation and contact names are included. To request your free copy, call Tourism Advertising and Communications at 506 457-4974.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM CONSUMER MARKET

☐ ***11) Have you met the applicable regulatory requirements for your product/service?***

For example, if you offer accommodations or operate a provincial tourist attraction, check with appropriate licensing, grading or regulatory bodies to ensure your operation adheres to all codes, standards and policies.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM TRADE MARKET

If your product or service is designed especially to reach motorcoach operators and tour operators, then there are a number of specific ways to effectively reach your market. A marketing plan is highly recommended. (See the Tourism Consumer Market section for more details).

The following questions will help you tailor your plan for these specialized markets.

For more information on targeting group travel, call Tourism Trade Sales at 506 457-6701.

☐ *1) Are you trade certified?*

TradeSmart is New Brunswick's Travel Trade Supplier Certification Program. More than 50 New Brunswick tourism suppliers have already been certified by the Province as operations that have policies and practices in place to make doing business with the travel trade a mutually beneficial experience. To determine if your operation is eligible for the TradeSmart designation, ask yourself the following:

For Group Travel

- Are your accommodations graded?
- Do you participate in the Attractions Grading process?
- Do you or are you willing to extend minimum commission required or net rate discounts?
- Do you have appropriate signage?
- Have you developed a day or multi-day adventure package?
- Do you have a minimum of 40 rooms? Can you handle group bookings?
- Are you prepared to extend block bookings and prices that are available at least 12 months in advance?
- Do you offer meet/greet orientation upon arrival?
- Do you have appropriate promotional literature?
- Do you participate in the Tour Planner's Manual?
- Do you offer parking for motorcoaches on site or nearby?

TOURISM MARKETING CHECKLIST

For Group Travel (continued)

- Do you have a cancellation/refund policy?
- Have you established reasonable deposit requirements?
- Do you provide complimentary accommodations for tour escort and/or driver?
- Do you have a baggage handling service?
- Do you have 7/24 reservation system in place (e.g., phone/fax/email)
- Do you have a customer tracking/monitoring system in place?

For Fully Independent Travel (F.I.T.) and Special Interest Travel (S.I.T.)

- Do you have appropriate promotional literature?
- Do you offer a minimum 10% travel agent commission?
- Do you offer net rates to tour operators?
- Do you offer seasonal rates?
- Can you guarantee rates for six to 12 months in advance?
- Will you accept tour operator vouchers?
- Do you participate in the Canada Select Grading Program?
- Do you have reasonable deposit/cancellation/refund policies?
- Do you have a reservation system in place?
- Do you participate in the retail package program?
- Has your staff been trained to work with this group of travelers?

☐ *2) What are your unique selling points?*

For explanation, see the information contained in the Tourism Consumer Market section

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM TRADE MARKET

☐ 3) *Do you have a general information brochure specifically designed to appeal to this industry group?*

You may already have a brochure that provides an overall description of your property, attraction or service but you should also consider designing one specifically suited to the trade industry. Don't forget that directions to your property may change with the new highway system in New Brunswick. Be sure to update your brochure (and signage!) if your highway exit numbers have changed. For ideas on what information these customers need to know, please read the "trade certification program" section.

☐ 4) *Are you participating in marketplaces?*

New Brunswick Tourism regularly attends strategic marketplaces throughout North America and Europe including Quebec's Bienvenue, Rendez-Vous Canada, Atlantic Canada Showcase, National Tour Association (NTA), American Bus Assoication (ABA), Germany's CMT Trade Show and London's Spotlight Canada. For a complete listing of marketplaces and trade shows which the province attends, call Tourism Trade Sales at 506 457-6701 and request a copy of the Marketing Opportunities Calendar. Various cost-sharing options are available for participating industry partners.

☐ 5) *Are you participating in trade "educational tours"?*

A trade educational tour is an effective way to showcase your tourism product to qualified Tour Operators, Receptives and Travel Agents. To participate in this program, you would be required to cover the costs of sponsoring or extending deep discounts for an event, activity, meal or accommodations. Certain restrictions apply. For more information, call Tourism Trade Sales at 506 457-6701.

TOURISM MARKETING CHECKLIST

TO REACH THE TOURISM TRADE MARKET

☐ *6) Do you have an advertisement in the New Brunswick Tour Planner's Manual?*

The Tour Planner's Manual is strategically designed and distributed for the tourism Travel Trade industry–specifically for use by tour operators in the group travel sectors trying to develop a New Brunswick-based travel itinerary. A variety of advertising options are available. Deadlines apply. Contact Scott Kennah of Hawk Publications at 506 459-3745.

☐ *7) Do you submit information on what's new for New Brunswick's industry trade newsletters?*

Tourism Trade Sales regularly publishes two newsletters designed to promote New Brunswick product and keep both provincial tourism operators and Tour Operators in our target markets apprised of what's going on in New Brunswick's tourism industry. To submit content for the New Brunswick Industry Trade Newsletter or for the High Tide Newsletter distributed to Tour Operators, Call Tourism Trade Sales at 506 457-6701.

MARKETING OPPORTUNITIES CALENDAR

2000 MARKETING OPPORTUNITIES

The Marketing Opportunities Calendar has been developed by the Tourism Directorate of the Department of Economic Development, Tourism and Culture in an ongoing effort to provide a comprehensive directory of available marketing opportunities for New Brunswick tourism industry operators.

The opportunities in the Calendar are listed by deadline date for participation.

April
- Canadian Society of Association Executives Trade Show

May
- Bienvenue Trade Show
- Private Sector Literature Distribution Program
- Media Relations
- Media Relations – Industry Buy-In
- Canadian Meetings and Incentive Travel Symposium

June
- Tour Planner's Manual
- Photo Shoot Program

July
- Spotlight Canada Trade Shows

August
- White Gold Rush Winter Catalogue
- Snowmobile Trail Map
- Travel Planner Page 12
- Accommodation and Campground Listings
- Outfitters Directory
- Fall Brochure Page 15
- Atlantic Canada Showcase Marketplace

MARKETING OPPORTUNITIES CALENDAR

September
- Day Adventure Intercept Network Program

October
- CMT Consumer Trade Shows

November
- Day Adventure Station Locations
- Salon Mondial du tourisme Trade Shows
- Rendez-Vous Canada Trade Show
- ITB Trade Show

December
- Welcome to New Brunswick guide
- Scenic Drive Guides

On-going
- Promotions/Partnering
- Tourism Technology - Internet
- New Brunswick Tourism Call Centre
- New Brunswick Visitor Information Centres
- National Tour Association Marketplace Trade Show
- American Bus Association Marketplace Trade Show
- Educational Tours
- Trade Smart

MARKETING OPPORTUNITIES CALENDAR

Trade Shows

Opportunity

To participate in C.S.A.E. (Canadian Society of Association Executive) Annual Conference and Marketplace. The opportunity for New Brunswick representatives to encourage national association planners to consider New Brunswick as a premier location for meetings and conventions.

Date and Location

July 30 – August 1, 2000 – Toronto, Ontario.

For Whom?

New Brunswick suppliers and city representatives who cater to the national association market.

Approximate Cost

To be determined (cost sharing amongst partners).

Contact

Kim Lacey - Project Executive, Tourism Trade Sales
506 457-6754 (phone)
506 444-4807 (fax)
kim.lacey@gov.nb.ca (e-mail)

Deadline

April 15, 2000

Restrictions

Criteria for participation will apply

Trade Shows

Opportunity
To participate in Bienvenue.

Date and Location
October, 2000 – Quebec.

For Whom?
New Brunswick suppliers featuring activities, attractions and/or accommodation.
Tour operators (incoming agencies).

Approximate Cost
Membership: $500
Registration fees: $1,100

Contact
Hélène Lavoie - Project Executive, Tourism Trade Sales
506 444-5038 (phone)
506 444-4807 (fax)
helene.lavoie@gov.nb.ca (e-mail)

Deadline
May, 2000

Restrictions
Supplier needs to be a member of QBOA (Quebec Bus Owners Association).
Supplier should be able to accommodate groups of 40 plus.
Supplier needs to demonstrate market-readiness in North American market.
Supplier needs appropriate promotional material.
Supplier should have expertise in marketplaces as well as marketing plan focused on targeted market.

Private Sector Literature Distribution Program

Opportunity
To distribute tourism private sector literature to Provincial and Municipal Visitor Information Centres through the Literature Distribution Centre.

For Whom?
New Brunswick Tourism Industry.

Approximate Cost
Set cost depending on quantity of brochures.

Contact
Diane Rioux – Project Executive, Visitors Sales
506 444-4465 (phone)
506 444-2323 (fax)
diane.rioux@gov.nb.ca (e-mail)

Deadline
To be determined. Three set deadlines throughout season (usually May 11, June 22, and July 27).

Restrictions
Publications containing private sector advertising do not qualify. Contact Diane Rioux for specific information.

MARKETING OPPORTUNITIES CALENDAR

Media Relations

Opportunity
To have your product promoted through the Tourism Directorate's Media Relations program.

For Whom?
New Brunswick Tourism Industry.

Approximate Cost
N/A

Contacts
Valerie Kidney – Project Executive, Advertising & Communications
506 444-4081 (phone)
506 444-3132 (fax)
valerie.kidney@gov.nb.ca (e-mail)

Percy Mallet - Project Executive, Advertising & Communications
506 394-3731 (phone)
506 395-5672 (fax)
percy.mallet@gov.nb.ca (e-mail)

Deadline
May 15, 2000

Restrictions
Some restrictions may apply. Must have brochures and photos of your tourism operation and activity.

MARKETING OPPORTUNITIES CALENDAR

Media Relations – Industry Buy-In

Opportunity

To provide complimentary product for the Tourism Directorate's Media Marketing Program (press trips) which may result in editorial coverage in publications worldwide.

For Whom?

Tourism industry – accommodations, Day Adventure operators and restaurants.

Approximate Cost

Complimentary items by industry operator.

Contact

Valerie Kidney – Project Executive, Advertising & Communications
506 444-4081 (phone)
506 444-3132 (fax)
valerie.kidney@gov.nb.ca (e-mail)

Percy Mallet – Project Executive, Advertising & Communications
506 394-3731 (phone)
506 395-5672 (fax)
percy.mallet@gov.nb.ca (e-mail)

Deadline

May 15, 2000

Restrictions

Must adhere to pre-existing guidelines for involvement.

Trade Shows

Opportunity
To participate in CM&ITS (Canadian Meetings and Incentive Travel Symposium). The opportunity for New Brunswick representatives to encourage key corporate/ incentive meeting planners to consider New Brunswick as a premier location for meetings and conventions.

Date and Location
August, 2000 – Toronto, Ontario.

For Whom?
New Brunswick suppliers of corporate/incentive product (i.e. accommodations, tourism city representatives, activities, etc).

Approximate Cost
To be determined (cost sharing amongst partners).

Contact
Hélène Bouchard - Project Executive, Tourism Trade Sales
506 444-5776 (phone)
506 444-4807 (fax)
helene.bouchard@gov.nb.ca (e-mail)

Deadline
May 15, 2000

Restrictions
Criteria for participation applies.

Tour Planner's Manual: Group Travel and FIT (2001)

Opportunity
To promote your product in the Tour Planner's Manual – a marketing tool designed for the tourism trade industry, specifically for tour operators (FIT and group travel sectors) for use in developing New Brunswick portions of group tour itineraries and packages.

For Whom?
New Brunswick Tourism suppliers who are "trade ready" and can accommodate both FIT and/or groups.

Approximate Cost
Dependent upon size of advertisement.

Contact
Melanie Paget - Project Executive, Tourism Trade Sales
506 444-4797 (phone)
506 444-4807 (fax)
melanie.paget@gov.nb.ca (e-mail)
Deadline
June 1, 2000

Restrictions
Contact Melanie for additional requirements.

Photo Shoot Program

Opportunity
To participate in the Tourism Directorate's Professional Photo Shoot Program.

For Whom?
Participants in the Day Adventure and Multi-Day Package program.

Approximate Cost
$200 (may vary)

Contact
Kathy Beauregard - Project Executive, Advertising & Communications
506 444-5331 (phone)
506 444-3132 (fax)
kathy.beauregard@gov.nb.ca (e-mail)

Deadline
June 25, 2000 for the 2001 publications.

Restrictions
Must be a participant in the Day Adventure, Multi-Day Package, and/or Fish & Hunt programs.

MARKETING OPPORTUNITIES CALENDAR

Marketplaces

Opportunity
To participate in Spotlight Canada.

Date and Location
March 6-8, 2000 – London, England.

For Whom?
Suppliers who are "trade ready" for international markets, who feature activities, attractions and/or accommodations. Tour operators (incoming agencies).

Approximate Cost
Registration fees: $2,300

Contact
Hélène Lavoie - Project Executive, Tourism Trade Sales
506 444-5038 (phone)
506 444-4807 (fax)
helene.lavoie@gov.nb.ca (e-mail)

Deadline
July, 2000

Restrictions
Supplier needs to demonstrate market-readiness in United Kingdom.
Supplier needs appropriate promotional material.
Supplier should have expertise in marketplace attendance, as well as marketing plan focused on the United Kingdom market.

White Gold Rush Winter Catalogue (2001)

Opportunity

To purchase winter package ad space in the catalogue, distributed as a response piece to targeted winter ad campaigns and through the winter Adventure Station network.

For Whom?

New Brunswick tourism industry.

Approximate Cost

$500 per multi-day adventure package advertisement (may vary).
$300 per day adventure package advertisement (may vary).

Contact

Phil Ossinger –Project Executive, Product Development
506 453-8785 (phone)
506 444-2323 (fax)
phil.ossinger@gov.nb.ca (e-mail)

Deadline

August 15, 2000

Restrictions

Contact Phil for complete details.

Snowmobile Trail Map (2001)

Opportunity

To purchase multi-day snowmobile package ad space on snowmobiling trail map, distributed as a response piece to targeted winter advertisement campaigns, and through winter Point of Display networks.

For Whom?

New Brunswick tourism industry.

Approximate Cost

$500 per package advertisement (may vary)

Contact

Phil Ossinger – Project Executive, Product Development
506 453-8785 (phone)
506 453-2323 (fax)
phil.ossinger@gov.nb.ca (e-mail)

Deadline

August 15, 2000

Restrictions

Contact Phil for complete details.

Travel Planner (2001)

Opportunity
To purchase package ad space in the Travel Planner publication, which is used as a response piece to advertising campaigns.

Day Adventures contained in the Planner may also be listed in other tourism publications, ie. a Day Adventure advertising insert and/or a Day Adventure Catalogue, and Welcome guide. The Day Adventure Catalogue is distributed at all Adventure Outlets and Adventure Stations throughout New Brunswick.

To have your roofed accommodation or campground listed in appropriate tourism publications, see "Accommodation and Campground listing" section on page 13.

For Whom?
New Brunswick tourism industry.

Approximate Cost
$1,100 per package advertisement (may vary).

Contact
Chris Gillis – Project Executive, Product Development
506 453-8757 (phone)
506 444-2323 (fax)
chris.gillis@gov.nb.ca (e-mail)

Deadline
August 15, 2000

Restrictions
Contact Chris for complete details.

Accommodation and Campground Listings (2001)

Opportunity
To have your roofed accommodation or campground listed in the 2001 tourism publications. (Travel Planner/Welcome guide).

For Whom?
Licensed and graded New Brunswick roofed accommodation and licensed campgrounds.

Approximate Cost
No cost for listing, however, licensing and grading fees apply.

Contact
Elana Kelly
Tourism Grading Inc.
506 443-0522 (phone)
506 458-9757 (fax)
ehoyt@nbnet.nb.ca (e-mail)

Deadline
August 13, 2000

Restrictions
Roofed accommodations must be licensed and graded. Campgrounds must be licensed. Contact Elana Kelly for complete details.

Outfitters Directory (2001)

Opportunity

All licensed and graded outfitters will have the opportunity to be listed in the 2001 Outfitters Directory, used as a response piece to fish and hunt inquires.

For Whom?

Licensed and graded New Brunswick outfitters.

Approximate Cost

No cost, however, licensing fees apply.

Contact

Elana Kelly
Tourism Grading Inc.
506 443-0522 (phone)
506 458-9757 (fax)
ehoyt@nbnet.nb.ca (email)

Deadline

August 13, 2000

Restrictions

Establishments must be licensed as outfitters.

MARKETING OPPORTUNITIES CALENDAR

Fall Brochure (2001)

Opportunity

To purchase package ad space in the Fall Adventures on Fire publication, which is used as a direct mail piece and a response piece to targeted advertising campaigns and fall inquiries.

For Whom?

New Brunswick tourism industry.

Approximate Cost

$300 per package advertisement (may vary).

Contact

Product Development
506 453-8757 (phone)
506 444-2323 (fax)

Deadline

August 15, 2000

Restrictions

Fall product orientation only. Contact Product Development for complete details.

MARKETING OPPORTUNITIES CALENDAR

Marketplaces

Opportunity
To participate in Atlantic Canada Showcase Marketplace.

Date and Location
October 11-15, 2000 – Saint John, NB.

For Whom?
Tourism operators who cater specifically to the Group Travel Market.
Approximate Cost
Registration Fee - $500 plus travel expenses.

Contact
Melanie Paget - Project Executive, Tourism Trade Sales
506 444-4797 (phone)
506 444-4807 (fax)
melanie.paget@gov.nb.ca (e-mail)

Deadline
August 31, 2000

Restrictions
Must be able to accommodate groups of 40 plus.

Day Adventure Intercept Network Program
Day Adventure Outlet Locations

Opportunity

To become an Adventure Outlet location within the Day Adventure Intercept Network Program. The purpose of the Day Adventure Intercept Network Program is to intercept visitors, thereby increasing their length of stay in New Brunswick. Each Adventure Outlet location will be supplied with an Adventure Kiosk and Day Adventure Catalogues. Adventure Outlet locations must meet criteria. Some responsibilities of Adventure Outlet locations include:

- employment of a Day Adventure Co-ordinator and back-up personnel from June 1 to mid-September for the purpose of working on the requirements of the Day Adventure Intercept Network Program.
- participation by the Day Adventure Co-ordinator in a 3 day training program prior to the start of the season.
- provide administrative services for the "Line to Adventure" reservations and reservation reports.
- maintenance of the Adventure Kiosk.

For Whom?

Targeted tourism locations who meet the Adventure Outlet criteria.

Approximate Cost

Funds for Co-ordinator.

Contact

Janice Mersereau - Project Executive, Visitor Sales
506 453-6102 (phone)
506 444-2323 (fax)
janice.mersereau@gov.nb.ca (e-mail)

Deadline

September 30, 2000 for the following year.

Restrictions

Must adhere to the pre-existing criteria set by the Tourism Directorate.

MARKETING OPPORTUNITIES CALENDAR

Trade Shows

Opportunity
To participate in CMT - (Consumer show).

Date and Location
January 15-23, 2000 – Stuttgart, Germany.

For Whom?
New Brunswick Suppliers who are "trade ready" for international markets, who feature activities, attractions and/or accommodation. Tour operators.

Approximate Cost
Registration fees: approximate $5,600

Contact
Hélène Lavoie - Project Executive, Tourism Trade Sales
506 444-5038 (phone)
506 444-4807 (fax)
helene.lavoie@gov.nb.ca (e-mail)

Deadline
October, 2000

Restrictions
Supplier needs to demonstrate market-readiness in targeted German-speaking countries.
Supplier needs appropriate promotional material, preferably in German.
Supplier should have expertise in marketplaces, as well as marketing plan focused on German market.

Day Adventure Intercept Network Program
Day Adventure Outlet Locations

Opportunity
To become an Adventure Outlet location within the Day Adventure Intercept Network Program. The purpose of this Program is to intercept visitors, by displaying the Day Adventure Catalogue. Each Adventure Station location will be supplied with a display unit and catalogues. Industry responsibilities include the set up and maintenance of the display unit and advising the Tourism Directorate when supply of catalogues is not adequate to meet the needs of the customer. (See also Day Adventure Intercept Network Program, Pg. 17).

For Whom?
Tourism industry, retail business and tourism service outlets.

Approximate Cost
No cost.

Contact
Janice Mersereau - Project Executive, Visitor Sales
506 453-6102 (phone)
506 444-2323 (fax)
janice.mersereau@gov.nb.ca (e-mail)

Deadline
November 30, 2000 for the following year.

Restrictions
Must agree to the pre-existing criteria set by the Tourism Directorate

MARKETING OPPORTUNITIES CALENDAR

Trade Shows

Opportunity

To participate in Salon Mondial du tourisme (Consumer show).

Date and Location

March 23-26, 2000 – Paris, France.

For Whom?

New Brunswick Suppliers who are "trade ready" for international markets, who feature activities, attractions and/or accommodation. Tour operators.

Approximate Cost

Registration fees: approximate $8,000

Contact

Johanne Gallant - Project Executive, Tourism Trade Sales
506 453-8753 (phone)
506 444-4807 (fax)
johanne.gallant@gov.nb.ca (e-mail)

Deadline

November, 2000

Restrictions

Supplier needs to demonstrate market-readiness in France.
Supplier needs appropriate promotional material, preferably in French.
Supplier should have expertise in marketplaces, as well as marketing plan focused on France market.

MARKETING OPPORTUNITIES CALENDAR

Marketplaces

Opportunity
To participate in Rendez-Vous Canada.

Date and Location
May 6-10, 2000 – Calgary, Alberta.

For Whom?
Suppliers who are "trade ready" for the international market, who feature activities, attractions and/or accommodation. Tour operators (incoming agencies).

Approximate Cost
Registration with accommodations: $1,300
Full booth: $1,610 / Half booth: $865

Contact
Johanne Gallant - Project Executive, Tourism Trade Sales
506 453-8753 (phone)
506 444-4807 (fax)
johanne.gallant@gov.nb.ca (email)

Deadline
November 15, 2000

Restrictions
Supplier is nominated by each province.
Supplier needs to demonstrate market-readiness in international market.
Supplier needs appropriate promotional material.
Supplier should have expertise in marketplaces as well as marketing plan focused on international markets.
Supplier should commit to attend marketplace once nominated.

Trade Shows

Opportunity
To participate in ITB.

Date and Location
March 11-15, 2000 – Berlin, Germany.

For Whom?
Suppliers who are "trade ready" for international markets, featuring activities, attractions and/or accommodations. Tour operators (incoming agencies).

Approximate Cost
Registration fees: $6,000 (approximate)

Contact
Hélène Lavoie - Project Executive, Tourism Trade Sales
506 444-5038 (phone)
506 444-4807 (fax)
helene.lavoie@gov.nb.ca (e-mail)

Deadline
November, 2000

Restrictions
Supplier needs to demonstrate market-readiness in targeted German-speaking countries.
Supplier needs appropriate promotional material, preferably in German.
Supplier should have expertise in marketplaces, as well as marketing plan focused on German market.

MARKETING OPPORTUNITIES CALENDAR

Welcome to New Brunswick guide (2001)

Opportunity
To purchase advertising space in the Welcome to New Brunswick guide, which is distributed as a major intercept publication to consumers within New Brunswick.

For Whom?
New Brunswick tourism industry.

Approximate Cost
Cost varies according to size of advertisement.

Contact
Scott Kennah
c/o Hawk Publications
506 459-3745

Deadline
December 31, 2000

Restrictions
Contact Scott for complete details.

MARKETING OPPORTUNITIES CALENDAR

Scenic Drive Guides (2001)

Opportunity

To purchase ad space in the five scenic drive guides, which is distributed as an intercept publication to consumers within New Brunswick.

For Whom?

New Brunswick tourism industry.

Approximate Cost

Varies according to the size of advertisement.

Contact

Scott Kennah
c/o Hawk Publications
506 459-3745

Deadline

December 31, 2000

Restrictions

Contact Scott for complete details.

Promotions/Partnering

Opportunity
To participate in Tourism Promotions created for various target markets. The Tourism Directorate works with Canadian and U.S companies to provide vacations as value-added components to their company's programs in return for exposure for our various Day Adventures and Multi-day Adventure packages. We also work with partners to access value-added products for various Tourism New Brunswick Marketing programs.

For Whom?
Day Adventure and Multi-Day Adventure package operators.

Approximate Cost
Provision of adventures complimentary in return for exposure.

Contact
Diane Rioux – Project Executive, Visitors Sales
506 444-4465 (phone)
506 444-2323 (fax)
diane.rioux@gov.nb.ca (e-mail)

Deadline
On-going

Restrictions
Dependent on promotions obtained. Must adhere to guidelines set by the Tourism Directorate.

Tourism Technology
Internet

Opportunity
To have your tourism product listed on the Tourism product database carried on the Tourism New Brunswick Web Site.

For Whom?
Tourism industry.

Approximate Cost
No cost.

Contact
Lise Legace - Researcher, Tourism Call Centre
506 789-4999 (phone)
506 789-2044 (fax)
lise.legace@gov.nb.ca (e-mail)

Deadline
On-going, with major annual update by October 31 every year.

Restrictions
Have to meet pre-existing criteria.

New Brunswick Tourism Call Centre

Opportunity

Make a presentation to New Brunswick Tourism Call Centre staff to better educate them on your products. The Tourism Call Centre is part of the "front line" of our Tourism Marketing Programs and the first point of contact with potential visitors. Their role is to market New Brunswick as a vacation destination and to "close the sale" by having the caller make a reservation. Industry is invited to present their products, to better inform the Tourism Call Centre staff.

For Whom?

Tourism Industry.

Approximate Cost

Own Expense.

Contact

Mona DeGroot – Manager, Tourism Call Centre
506 789-2050 (phone)
506 789-2044 (fax)
mona.degroot@gov.nb.ca (e-mail)

Deadline

Arrange between Call Centre and private company.

Restrictions

Based on time availability.

New Brunswick Visitor Information Centres

Opportunity

The Provincial Visitor Information Centre staff is part of the "front line" of our Intercept Network Program and one of the first points of contact with visitors who are actually in New Brunswick. Their role is to intercept the visitor by marketing the variety of products/activities available and to increase the visitor length of stay. The Provincial Visitor Information Centre staff "close the sale" by making reservations. Industry is invited to present their products, or to host an educational tour site visit to better inform the Provincial Visitor Information Centre staff.

For Whom?

Tourism Industry.

Approximate Cost

Own Expense.

Contact

Robert Mazerall – Project Executive, Visitor Sales
506 444-4202 (phone)
506 444-2323 (fax)
robert.mazerall@gov.nb.ca (e-mail)

Deadline

Arrange between Visitor Sales and private sector operator.
The majority of Visitor Information Centres training occurs in May and June.

Restrictions

Based on time availability.

MARKETING OPPORTUNITIES CALENDAR

Marketplaces

Opportunity
To participate in National Tour Association Marketplace.

Date and Location
November, 2000 – Pittsburgh, PA.

For Whom?
Tourism suppliers who cater specifically to the Group Travel Market in North America.

Approximate Cost
Registration Fee - $1,000 U.S. plus travel expenses.

Contact
Kim Lacey - Project Executive, Tourism Trade Sales
506 457-6754 (phone)
506 444-4807 (fax)
kim.lacey@gov.nb.ca (e-mail)

Deadline
Dependent on membership acceptance.

Restrictions
Must be a member of the National Tour Association.
Must be able to accommodate groups of 40 plus.
Must be willing to accept business one-two years in advance.
Must be willing to be flexible with cancellations.

Marketplaces

Opportunity

To participate in American Bus Association Marketplace.

Date and Location

January 28-February 2, 2001 – Baltimore, MD

For Whom?

Tourism suppliers who cater specifically to the Group Travel Market in North America.

Approximate Cost

Registration fee - $1,000 plus travel expenses.

Contact

Melanie Paget - Project Executive, Tourism Trade Sales
506 444-4797 (phone)
506 444-4807 (fax)
melanie.paget@gov.nb.ca (e-mail)

Deadline

Dependent on membership acceptance.

Restrictions

Must be a member of the American Bus Association.
Must be able to accommodate groups of 40 plus.
Must be willing to accept business one - two years in advance.
Must be willing to be flexible with cancellations.

MARKETING OPPORTUNITIES CALENDAR

Educational Tours

Opportunity
To showcase tourism product to qualified tour operators and travel agents.

For Whom?
Tourism industry/suppliers.

Approximate Cost
Sponsorship of event, accommodation, activity, a meal, entertainment, etc.

Contact
Tourism Trade Sales
506 457-6701 (phone)
506 444-4807 (fax)

Deadline
Depends on timing requested by tour operator for familiarization tour. (May through October).

Restrictions
Recognized product of highest quality.
Must provide services on a complimentary basis or depending on capacity availability, at a very discounted rate.

TradeSmart – The New Brunswick Travel Trade Supplier Certification Program

Opportunity

To receive certification in dealing with the travel trade through seminars on "How to Work with the Travel Trade" followed by a specific seminar, dedicated to reviewing policies and procedures that are expected of suppliers who want to work with the travel trade. One on one support is also available, upon completion of the above mentioned seminars.

For Whom?

New Brunswick suppliers of day adventures, attractions or accommodations who want to achieve "certification" status

Approximate Cost

Free – as the program is still in its pilot stage

Contact:

Kim Lacey – Project Executive, Tourism Trade Sales
506-457-6754 (phone)
506-444-4807 (fax)
kim.lacey@gov.nb.ca(email

Deadline

Ongoing

Restrictions

Please contact Kim Lacey for complete information on this opportunity

ACCESS TO TOURISM

TOURISM MARKETING

Director

Helen Jean Newman
Director
Cathy Maott - Secretary
506 453-2964
cathy.madott@gov.nb.ca

Budget Management

Brenda Rayner 506 453-8765
Project Executive
Budget management
brenda.rayner@gov.nb.ca

Support Staff

Frances Scott 506 453-6454
Records Management Satellite Office
frances.scott@gov.nb.ca

Lee Heenan 506 453-8009
Administrative Support
lee.heenan@gov.nb.ca

Advertising and Communications

This group's responsibilities include advertising, partnerships, tourism publications, public/media relations, image bank, scenic drive marketing clubs, tourism technology, website and Tourism Track, a monthly newsletter for industry.

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Trade Sales

This group is responsible for the implementation of trade strategies in consultation and partnership with private and public sector for Tourism Trade activities in Europe, USA, Canada and Asia. Including Group Travel such as motorcoach, Meetings and Conventions, FIT, Incentive travel, CAA/AAA, Learning Vacations and Travel Industry Education/Promotions.

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ACCESS TO TOURISM

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Visitor Sales

This group is responsible for the Tourism Call Centre, provincial Visitor Information Centres, customer satisfaction feedback, brochure distribution program, destination signage, Day Adventure Intercept Program, Day Adventure advertising, promotions partnering, and education and training.

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PRODUCT DEVELOPMENT

Director

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Outdoor Network, Infrastructure and Program Development

This group is responsible for the development of Property Master Plans, infrastructure, interpretive product development and training within the Outdoor Network. In addition, it is responsible for the development of Cultural Tourism products and for the development of retail tourism products and infrastructure within the Appalachian Range. This group is also responsible for the development and delivery of Adventure Leadership and sector based training initiatives.

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Product Development

This group is responsible for developing day and multi-day, summer, winter, fish and hunt, autumn, aboriginal, and edible and cultural adventure packages. In addition, it is responsible for the evaluation of accommodations and campgrounds and the enforcement of the Tourism Development Act.

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Vacant
Project Executive
Day Adventures

Vacant
Project Executive
Culinary product

ACCESS TO TOURISM

Special Projects

This group is responsible for identifying tourism infrastructure initiatives, which are essential to the development of critical tourism products. Specific duties of the group include identifying required funding, creating partnerships with industry and government, negotiating complex partnership agreements, overseeing project delivery, disbursement of funds and refining overall program evaluations.

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ACCESS TO TOURISM

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Outdoor Network/Operations

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Jean-Yves Theriault
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Director
Acadian Historical Village
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Departmental Special Projects

Project Executive as required

TOURISM RELATED ORGANIZATIONS & CONTACTS

Atlantic Canada Tourism Partnership

The four Atlantic provinces – New Brunswick, Nova Scotia, Newfoundland/Labrador, Prince Edward Island, the Atlantic Canada Opportunities Agency and the private sector of Atlantic Canada have combined their development and marketing efforts in this program.

New Brunswick Contact:
Helen Jean Newman – Director
Phone: 506 453-2964

Regional Development

Provides funding to, and liaison with, the 13 Regional Economic Development Commissions (REDCs) in New Brunswick. This section has regional offices, which work together with the REDCs to promote and deliver the department's economic development programs/services and also serve as a link between industry and departmental expertise and programs. For more information about department programs and assistance, contact the regional office or commission nearest you.

Claire Carrier – Edmundston
Fax: 506 739-7486

Ed Olsheski – Fredericton
Fax: 506 457-7282

Frank Milligan – Saint John
Fax 506 658-2861

Paul Landry – Moncton
Fax: 506 859-7791

Antoinette Basque-Doiron – Tracadie-Sheila
Fax: 506 395-5672

Yves Nazair – Dalhousie
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Regional Economic Development Commissions

General Managers

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Chaleur (Bathurst)
Bill Levesque
506 547-7445

FRDC (St. Andrews)
James Balcomb
506 529-5518

GFRDC (Grand Falls)
Francois Picard
506 473-4994

Greater Fredericton
Jacques Dubé
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GMEC (Moncton)
Ron Gaudet
506 858-9550

KEC (Kent)
Guy Léger
506 743-7337

MRDC (Miramichi)
Daryl Black
506 622-7890

NWIC (Edmundston)
Rino Pelletier
506 735-4769

CEEP (Tracadie-Sheila)
Yvon Normandeau
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Restigouche REDC (Campbellton)
Betty-Ann Levesque
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SEEC (Shediac)
Don Allain
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GSJEDC (Saint John)
Steve Carson
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ACCESS TO TOURISM

COMMUNICATIONS ECONOMIC DEVELOPMENT, TOURISM & CULTURE

Corporate Communications

This division is responsible for communications
and information involving new releases, news
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Tourism Track

This free facsimile newsletter provides monthly updates on tourism industry issues and programs. Tourism operators can subscribe free of charge.

Contact

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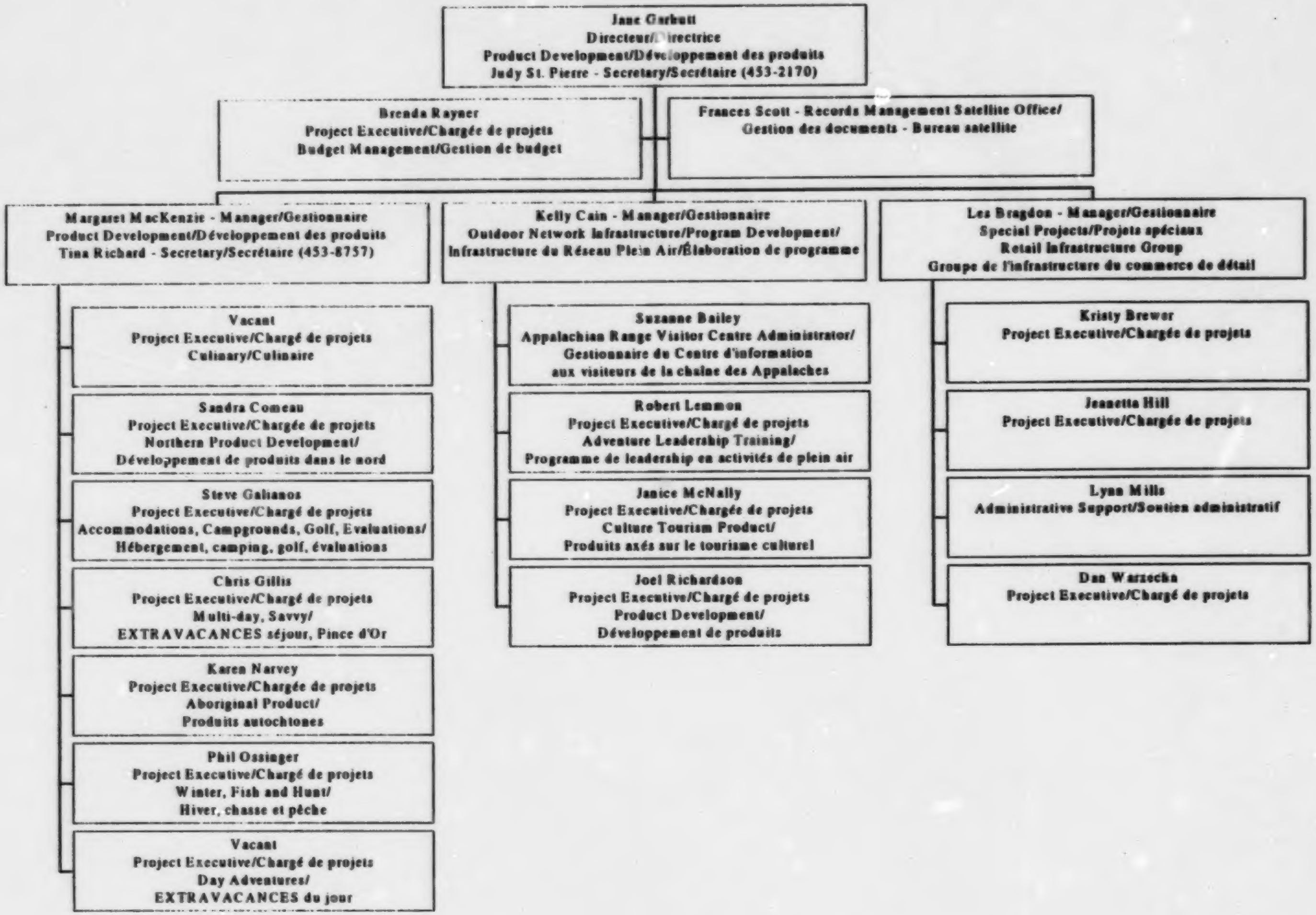
Product Development and Outdoor Network/ Développement des produits et Réseau Plein Air

January 2000/janvier 2000



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Product Development/Développement des produits
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Budget Management/Gestion de budget

Frances Scott - Records Management Satellite Office/
Gestion des documents - Bureau satellite

Margaret MacKenzie - Manager/Gestionnaire
Product Development/Développement des produits
Tina Richard - Secretary/Secrétaire (453-8757)

Vacant
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Culinary/Culinaire

Sandra Comeau
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Northern Product Development/
Développement de produits dans le nord

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Accommodations, Campgrounds, Golf, Evaluations/
Hébergement, camping, golf, évaluations

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Multi-day, Savvy/
EXTRAVACANCES séjour, Pince d'Or

Karen Narvey
Project Executive/Chargée de projets
Aboriginal Product/
Produits autochtones

Phil Ossinger
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Winter, Fish and Hunt/
Hiver, chasse et pêche

Vacant
Project Executive/Chargé de projets
Day Adventures/
EXTRAVACANCES du jour

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Outdoor Network Infrastructure/Program Development/
Infrastructure du Réseau Plein Air/Élaboration de programme

Suzanne Bailey
Appalachian Range Visitor Centre Administrator/
Gestionnaire du Centre d'information
aux visiteurs de la chaîne des Appalaches

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Adventure Leadership Training/
Programme de leadership en activités de plein air

Janice McNally
Project Executive/Chargée de projets
Culture Tourism Product/
Produits axés sur le tourisme culturel

Joel Richardson
Project Executive/Chargé de projets
Product Development/
Développement de produits

Les Bragdon - Manager/Gestionnaire
Special Projects/Projets spéciaux
Retail Infrastructure Group
Groupe de l'infrastructure du commerce de détail

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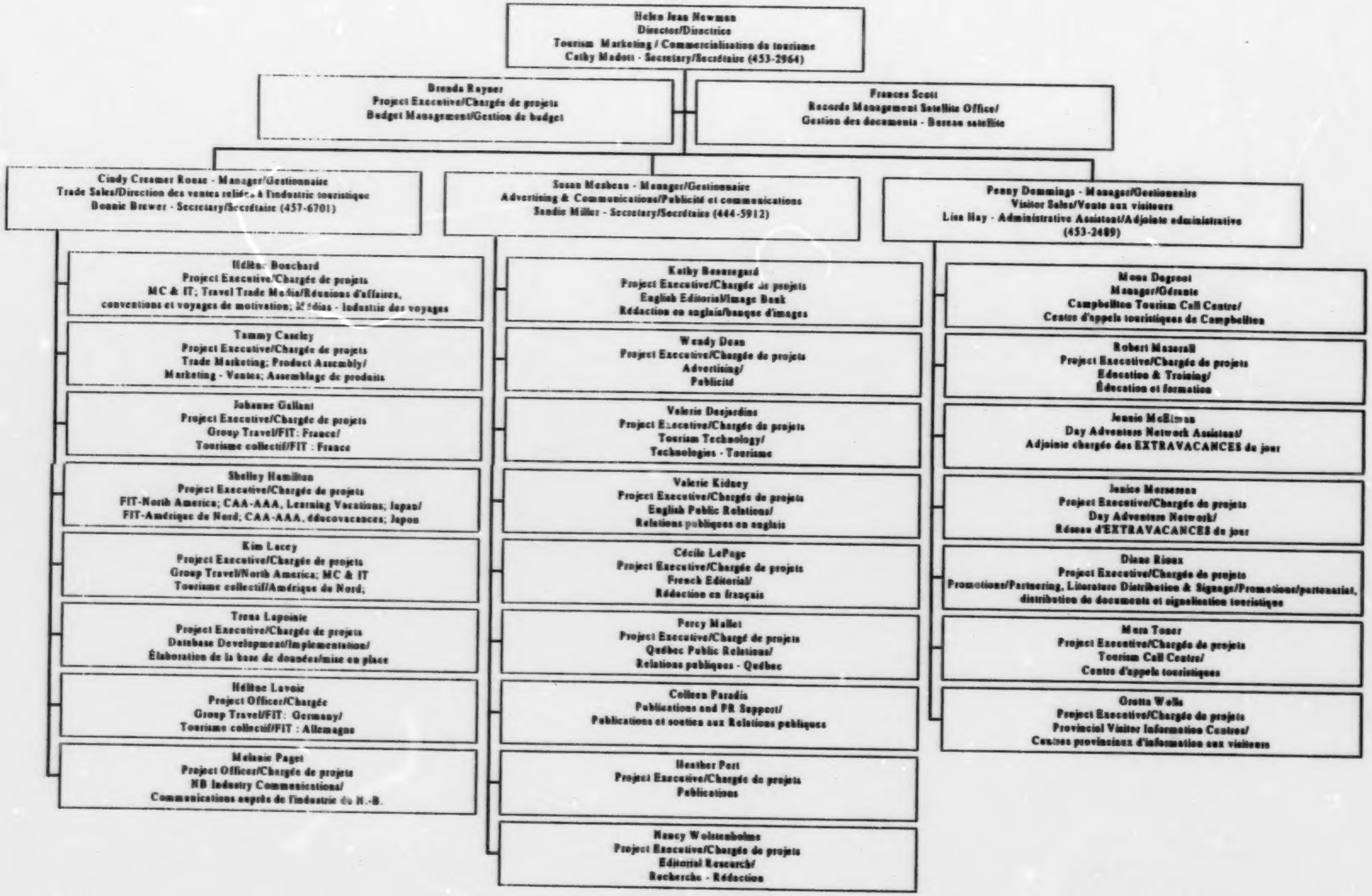
Tourism Marketing / Commercialisation du tourisme

January 2000/janvier 2000



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NB Industry Communications/
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Tourism Technology/
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Publications

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Visitor Sales/Vente aux visiteurs
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Project Executive/Chargée de projets
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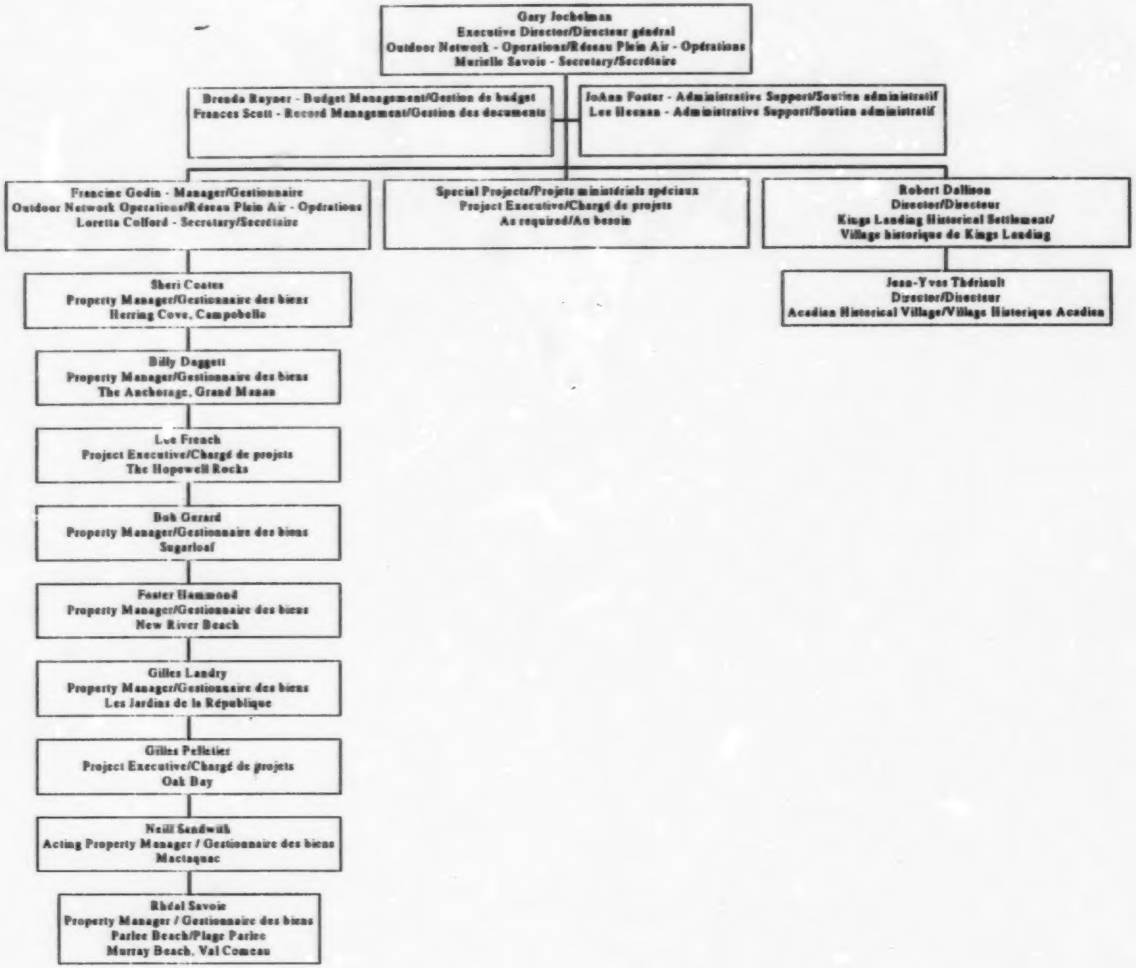
Outdoor Network - Operations/ Réseau Plein Air - Opérations

January 2000/janvier 2000



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Outdoor Network Operations/Réseau Plein Air - Opérations
Loretta Colford - Secretary/Secrétaire

Special Projects/Projets ministériels spéciaux
Project Executive/Chargé de projets
As required/Au besoin

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Village historique de Kings Landing

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Director/Directeur
Acadian Historical Village/Village Historique Acadien

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The Hopewell Rocks

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